



EUROPEAN YETI

AN INSPIRATIONAL GUIDE FOR ECO-
TOURISM INITIATIVES





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A person stands on a grassy hill at sunset, looking out over a valley. A tent is visible in the foreground on the left. The sky is a mix of orange and blue.

PART ONE

Context

Ecotourism is still in its infancy. The COVID crisis and environmental issues are accelerating its development and require innovations in terms of local tourism, virtuous offers in terms of the environment and social inclusion.

A person in a red shirt and black pants stands on a rocky outcrop overlooking a fjord. The fjord is a narrow body of water surrounded by steep, rocky mountains. The water is a deep blue-green color. The sky is a pale, hazy blue. The overall scene is a dramatic, natural landscape.

1. *The guide's objective*

Why ?

Climate change is and will be an issue for the next generations. One of the biggest problems is mass tourism. Tools and trainings are needed to encourage young people to change tourism. This guide represents a starting point to inspire new projects to hatch and to widen the network of eco-tourism entrepreneurs in Europe.

What for ?

The European Yeti guide is a digital guide that provides tools to highlight eco-tourism initiatives : from an interactive map to a European Prize through video portraits, readers are invited to discover projects, seize the different tools of valorization and re-use them in different contexts.

For whom ?

This guide is aimed at young entrepreneurs, educators and project managers working in the sector of eco-tourism.

What's inside?

A pathway to an interactive map gathering initiatives from all around Europe and Méditerranée. The platform is free-access and open to any initiative who wants to be referenced.

Video portraits of inspirational initiatives: tips and economic models shared by professional in eco-touristic sector.

The European Prize : how it was built, how it went and how it helped to valorize many eco-touristic initiatives all around Europe !

Who wrote it ?

This guide is the result of the work of 6 different organizations working in the field of eco-tourism, entrepreneurship, training, food industry and inclusion from 5 European countries: Sweden, Ireland, Malta, Romania and France. It's the result of 15 months of research, actions and implementation through Europe.



2. *European Yeti* *project*

CONTEXT

The project was born in the context of Covid crisis where the idea of developing tourism in a more sustainable and civic-minded way than before the Covid crisis got stronger. Think local, travel more responsibly, value local heritage and local products, relate and be solidier with your community, value European citizenship.

OBJECTIVES

- Strengthen the skills of professionals supporting young people
- Create a new generation of professionals initiated to environmental issues
- Make tourism a space for citizenship
- Support new economic proposals in rural and urban areas.

Target audience

- Youth workers
- Young Needs: Young people Not in Education, Employment or Training
- Organizations involved in eco-tourism

- Organizations involved in social inclusion and education
- Recognized European experts in eco-tourism (mediators, writers, artists, trainers, specialists in social inclusion, education, etc.)
- Leaders of public and private companies active in the social, educational, cultural, environmental and entrepreneurial sector
- Specialists in digital tools for the enhancement of productions
- Heads of local authorities

Results

During 3 years, European YETI will develop :

- 1 mapping of eco-tourism best practices and initiatives in Europe
- 1 toolkit with a range of resources to support young people in their projects
- 1 training program adaptable to different audiences wishing to engage in eco-tourism
- 4 transnational dissemination events (in France, Romania, Sweden and Ireland)

PARTNERS

European YETI was born out of the common ground between the different structures:

- a solid experience of working with young people especially those who are far from the cultural offer
- a strong commitment to environmental, cultural and sustainable development issues and to the social and solidarity economy
- a knowledge of the tourism sector
- the ability and desire to work at the European level to develop their practices

Find more about the project on our website : <https://european-yeti.eu/>

VisMedNet

VisMedNet is an association of professionals from a number of sectors who have come together to create a platform for opportunity for its members and for others who enjoy the fruits of its work. In operation since 2012 VisMedNet has become a household name in the areas of education, training and career development in Malta, Europe and in other parts of the world where VisMedNet has networks, partnerships and friendships.



Website: <https://vismednet.org/>

DEFISMED

DEFISMED is a French association located in the French Riviera. Its objective is to accompany territories of the Mediterranean countries to work collectively in sustainable development. It has chosen the ecotourism sector as the driving force behind this ecological transition and is deploying a series of actions between the Mediterranean shores to question its development potential.



Website: <https://www.defismed.fr/>

IDEI

IDEI is a nonprofit organisation founded by a group of visionary young people who strive to create an innovative, tolerant and fully conscious Europe that offers all its residents equal opportunities. IDEI is designed to be a source of ideas, development and innovation in the education and wellbeing of young people. Motto: Improving Education through Innovation and Sustainable Development.



Website:

<https://www.facebook.com/asociatia.idei/>

LE LABA

Founded in 2013, Le LABA is a centre of expertise specialising in European funding in the creative and cultural industries sector. LABA helps organisations to identify, raise and manage European funds, helping them in their internationalization strategy and in their local development strategy. LABA has piloted more than 70 European projects, half of which as a partner.



Website: <https://lelaba.eu/>

NORDIC DIASPORA

Nordic Diaspora Forum is a European platform that constitutes more than 50 civil organizations and local authorities in over 25 countries. Our mission is to provide innovative tools for the sustainability across regions in EU, promoting experience sharing between members and partners through social, cultural, educational, ecological, economical topics. Motto: Building bridges with Europe and the world through intercultural mobility, non-formal education and innovative cooperation partnerships.



Website: <https://nordicdiasporaforum.eu/>

BIA Innovator Campus

BIA Innovator Campus is an innovation centre that will transform the food entrepreneurship landscape in the West of Ireland. Co-located with Teagasc, Mellows Campus in Athenry, Co. Galway, BIA Innovator Campus immediately connects into and benefits from an environment with a long and proud tradition of innovation, agriculture, rural development and rural sustainability which will further enhance the success and the job creation potential of BIA Innovator Campus.



Website: <https://biainnovatorcampus.ie/>

A person wearing a blue jacket and a brown beanie, seen from behind, stands on a grassy hillside. They are wearing a large, tan-colored backpack. In the background, there are snow-capped mountains under a clear blue sky. The scene is bright and sunny.

3. Definitions

A. Framework

What is ecotourism? How can it be characterised?

Although the term "ecotourism" first appeared in the 1970s, its definition is more recent. In the wake of sustainable development, ecotourism was defined in 1992 by the International Ecotourism Society[1] as "a form of responsible travel in natural areas that contributes to the protection of the environment and the well-being of local populations".

The World Tourism Organisation (UNWTO) considers ecotourism as one of the branches of "sustainable tourism": ecotourism aims to minimise the impact on the environment to preserve it in the long term. But it is more focused on the discovery of ecosystems and involves the active participation of local populations and tourists in the preservation

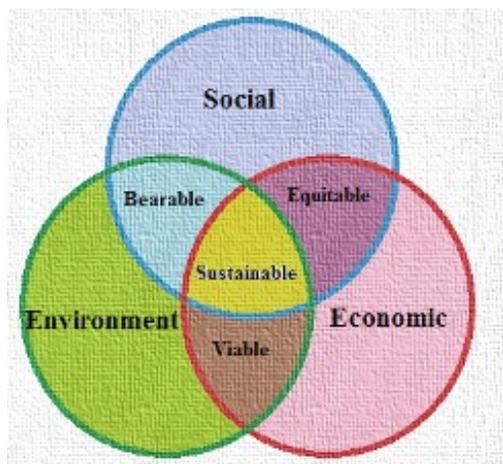
[1] <https://ecotourism.org>

of biodiversity. It is practised in nature, in small groups, within small structures.

In the end, our partner Defismed did propose a definition which reached a consensus among the European YETI partners:

"A form of responsible leisure and travel that values nature, heritage conservation, culture and education, promoting encounters and sharing human experiences. It contributes to the protection of the environment and the well-being of local populations."

Based on this definition and the different experiences of the partner organizations, European YETI has defined three main pillars: Environmental protection, Social equity, and Economic viability as well as three main requirements: Ecotourism initiative must be socially and environmentally bearable, Economically equitable from a social point of view and economically and environmentally viable as illustrated in this graph.



B. The indicators of ecotourism:

How can we objectively qualify an initiative as ecotouristic ?

The definition of ecotourism needs to be surrounded by unbiased indicators that will help determine whether an initiative can be considered “ecotouristic” according to the previously established definition and in which area it particularly excels.

The following matrix considers both the previously defined pillars and requirements

3 pillars of ecotourism /sustainable development	ENVIRONMENT PROTECTION	SOCIAL EQUITY	ECONOMIC VIABILITY
Main expected long-term Impact	a Better planet	Better communities	Responsible business
Means to reach the above impact	Preservation of biodiversity and respect for natural resources, Zero Waste, Zero gas emissions, Zero deforestation	Well-being of people and recognition of local culture	Faire trade / Increase economic equality
What are the added values of the project?	Commitment and activism of initiators and participants	Accessible offer: low price or free product for disadvantaged background	
Does the project have a Cross-cutting perspective?	the well-being of local populations: respect their culture, heritage, natural environment	Production is maintaining natural resources	
	Production is maintaining natural resources	Social inclusion: Raising awareness of the social and economic challenges of local communities and support for non-relocatable employment and inclusion of users (disability, people in social / economic difficulty / disability)	
Some examples of initiatives	Travelling responsibly in natural sites while preserving the environment: eco-housing (Les cabanes de Mélina)	Inhabitants are included in the process: low-impact tourism with locals (USE-IT & Tooky)	The economic model is suitable and, even if imperfect, can be developed during the incubation phase of the project. (Chilowé)

C.Matrix to Evaluate the initiatives

After proceeding to the eligibility of an initiative (i.e. the initiative complies with our definition of ecotourism and the criteria previously defined), it might be necessary to rank the initiatives as unbiased as possible to evaluate which initiative can be referenced on the Platform. The platform will be explained later in this guide.

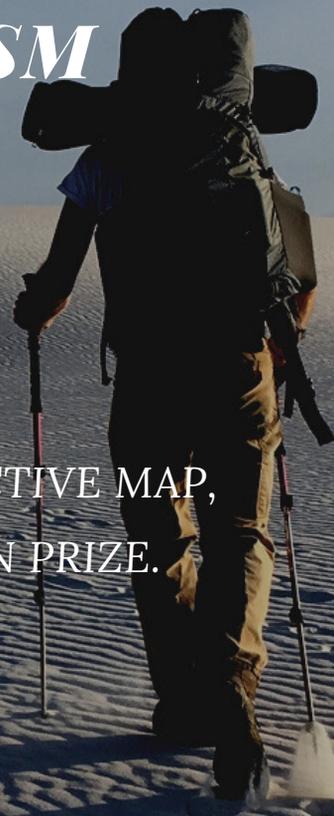
To ease this ranking, we defined the following scoring matrix based on the previously defined 3 pillars.

Score	Environment	Social diversity	Economic inclusion
1pt	Small dimension concerns the environment	Advantaged Background profile/unknown	High cost of product or service
2pts	Medium dimension concerns the environment	Mix of profiles	Low cost of product or service
3pts	Important dimension concerns the environment	Disadvantaged background profile	High Inclusion of users: free service or product

PART 2

HOW TO VALUE YOUTH ECO-TOURISM AND BUILD A NETWORK

INTRODUCTION TO 3 TOOLS: INTERACTIVE MAP,
VIDEO PORTRAITS AND A EUROPEAN PRIZE.



1. The eco-tourism mapping platform

A. Introduction

The mapping platform responds to a need for visibility and identification of ecotourism initiatives.

The project was born in 2020 on the Mediterranean rim, on both sides, north and south, hence the large number of initiatives identified in this area to date. The project was initially seen as an extension of the Defensed website focusing on the Mediterranean. It is now being extended to

a European level as a result of to the European-YETI project.

B. How does the platform work?

From the general public's point of view, the platform is a webpage including an interactive geographical map showing the location of each initiative and, on the right-hand side of the screen, the latest initiatives listed in summary form.

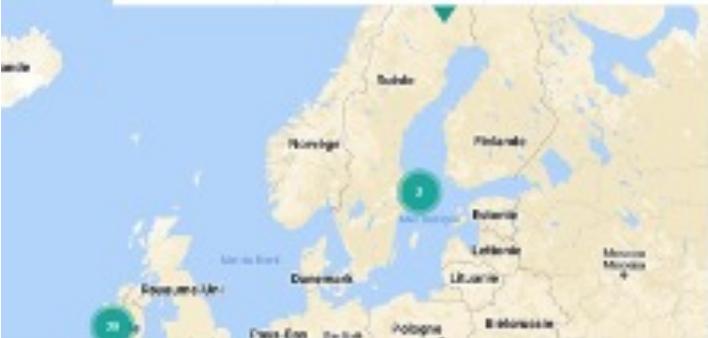


QUI SOMMES-NOUS ? NOS ACTIONS REJOIGNEZ-NOUS LA CARTE ECOTOURISTIQUE ACTUALITES



La Carte écotouristique

Événements	Les évènements ?	Type d'initiative	Observations	Mots clés	Plus de critères	Rechercher
	Tout	Tous les types	Tout	la randonnée		



La Carte écotouristique

Pour consulter les fiches et vous inscrire à nos événements ou, pour les professionnels, localiser votre lieu ou votre événement (Partenaires YETI), vous devez créer un compte, c'est gratuit !

The operating principle is based on the involvement of ecotourism stakeholders, whether they are project owners (companies or independents) or support structures (local authorities, chambers of commerce, associations or project support structures). These stakeholders are invited to register any active ecotouristic initiative to enrich the mapping platform database.

To submit a new initiative, users must first register on the website. The registration is free of charge and has to be validated by the website moderator. Upon login, users can access their dashboards and fill in the details of their initiative or any other initiative they would like to highlight: city/country, description, photos, social media links and so on (you can add here any type of relevant metadata).

On this part, they can register their initiative(s). For instance, our partners in the European-YETI project are able to describe the initiatives in their territories, respectively in Ireland, Malta, Romania and Sweden. Of course, an initiative holder can directly add his/her own initiative without any other intermediate.

Each new initiative is reviewed by a moderator before it can be published as to verify the criteria that an initiative must meet to become eligible on our platform.

The platform is free-access for visitors looking for a more sustainable tourism experience than traditional tourism.



C. The platform's added value

- From an educational viewpoint, for the Internet user (potential tourist) the interactive map offers an attractive and intuitive user's experience. It offers a global view of where the initiatives are located and allows to zoom in and out to discover a particular area.
- It is an incentive for people from a region which is not on the map and wants to showcase its own regional initiatives.
- Clicking on an initiative will take the user to a summary of information which can be expanded by accessing the link to the initiative's website.
- From the point of view of the initiative's owner, this brings visibility. Like any site, this visibility increases with time and the influx of information. It also shows the extent to which initiatives are multiplying and should create emulation between all the players in ecotourism.
- From the point of view of local authorities, it is a simple and effective tool for regional development.

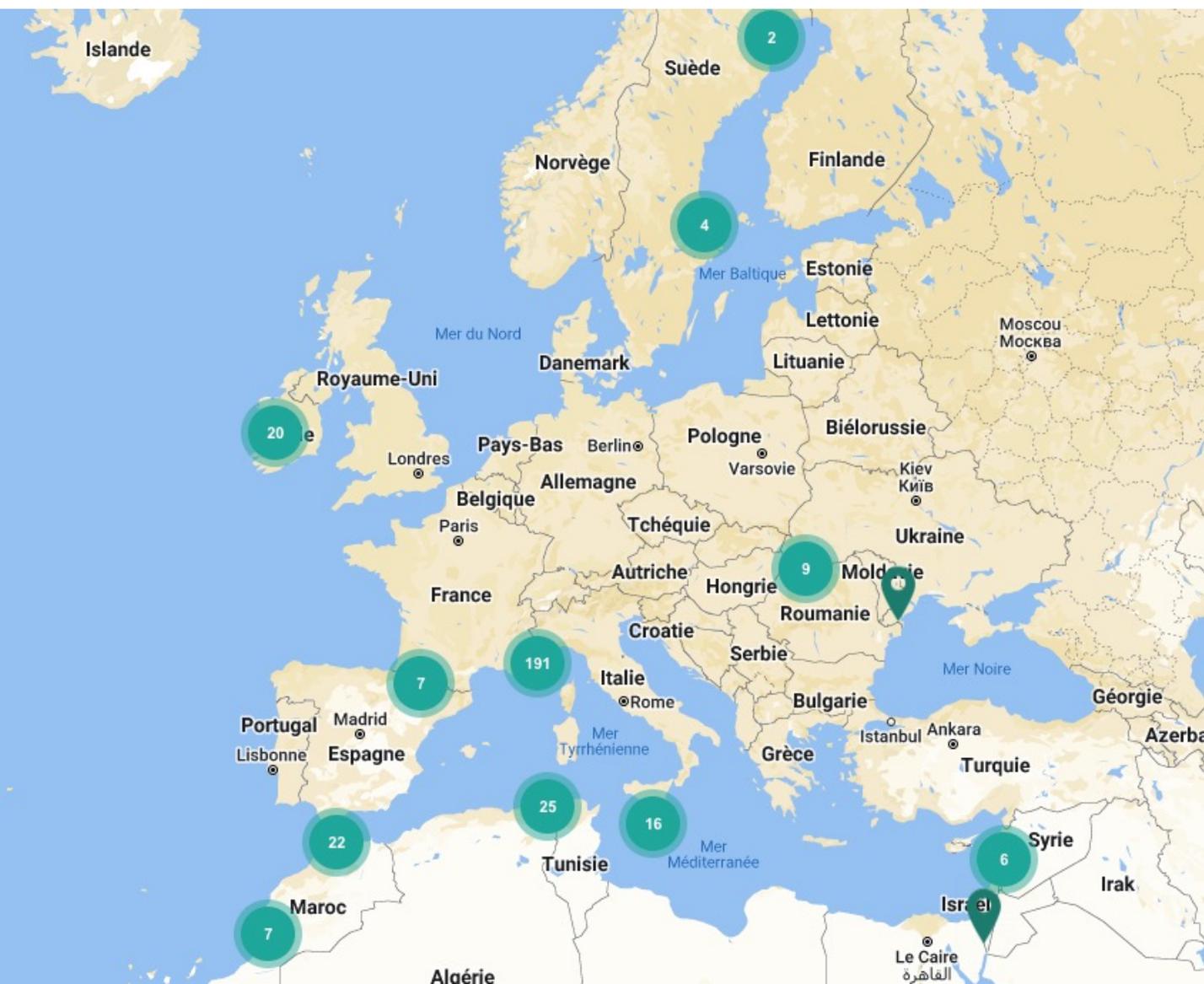
D. Mapping platform practical operation

A detailed guide is provided in the appendix of this document, but here, we give some principles of how the site works.

From the user's point of view, it's very simple: he/she zooms in and out of the map and looks more closely at the initiatives that interest him/her.

From the point of view of the responsible of an initiative :

Once the promoter/responsible of an initiative is registered, he/she can list these initiatives one by one. For each one, a form collects the description of the initiative including photos or videos. They are also invited to fill in fields such as location, spoken languages, activities offered, type of initiative (farm, heritage, gîte, etc.), whether or not it is suitable for families or the disabled etc... This increases the relevance of the search for the Internet user.



They can add images, photos, videos and documents to make their initiative(s) as attractive as possible and of course they are invited to link it to their initiative's web page and social networks.

E.Information defining an initiative

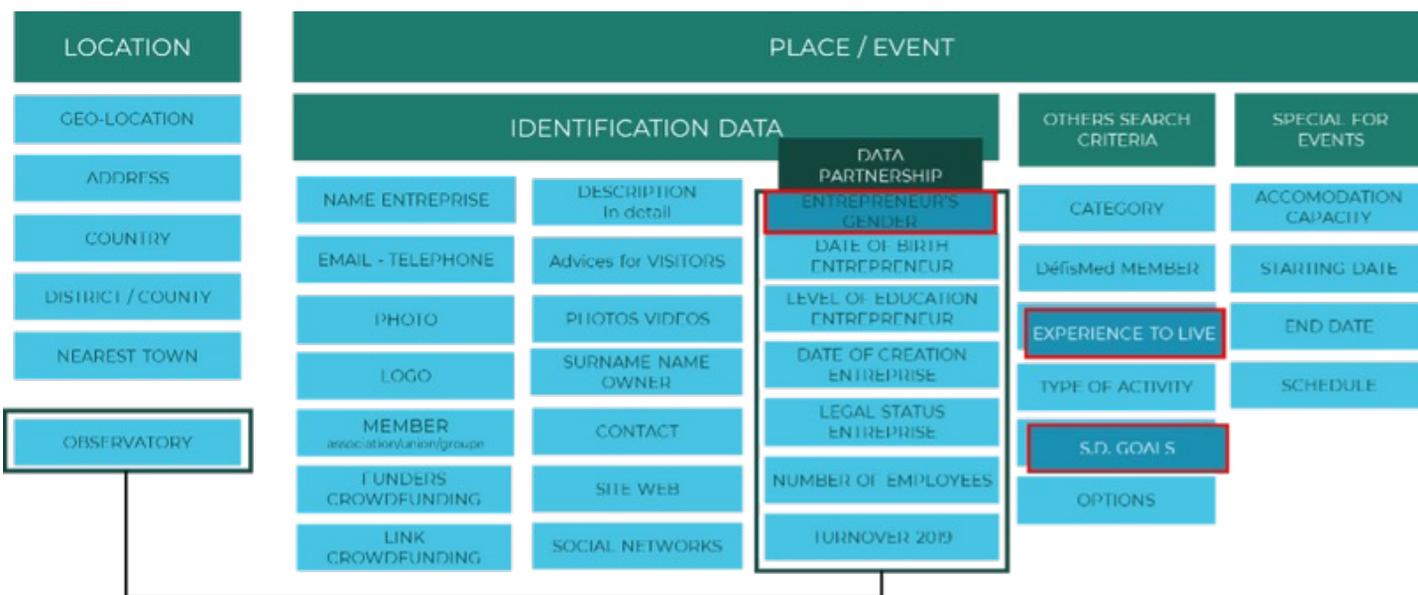
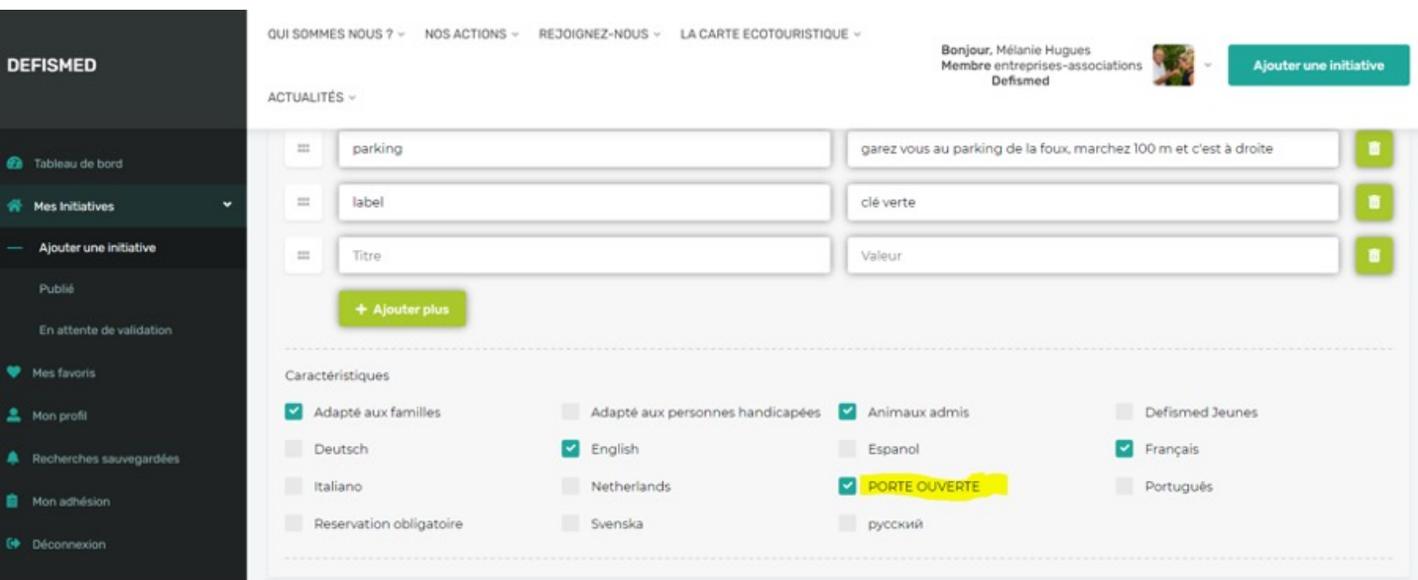
i. Information regarding identification

An initiative is described first with an executive summary and then with different information regarding its identification,

location and other formal criteria to ease its classification and retrieval. For instance, this allows a tourist to look for a location but also a type of initiative like farm, leisure, and other criteria.

The platform registers also the ecotouristic events.

This scheme below depicts the structure of the information collected at the initiative registration:



ii. Information characterizing the initiative

Options of categorization include additional information regarding the accessibility, friendliness with family, spoken languages, payment online or online-booking.

Criteria regarding the sustainable development's goals like, for instance, zero waste, biodiversity protection and others are listed in the following schema.

iii. Categories and sub-categories of initiatives.

The seven main categories: "Learning, Exploring, Moving (physical activities), Relaxing, Eating, Sleeping" include sub-topics to provide accurate information. Of course, an initiative may belong to more than one category. Note that this last list can be extended at any time if an initiative proposes a new activity not already registered.

The schema below depicts the initial list of categories and their relating sub-topics.



EXPERIENCE TO LIVE					
LEARNING	EXPLORING	MOVING	RELAXING	EATING	SLEEPING
Arts & crafts,	Natural area	Alpinism	Thermal baths-	Restaurant	Guesthouse
Museum	Tour leader	Tour leader	Thalasso	Inn	Camping
Built héritage	Incoming agency	Horseback riding	Well-being of body	Gastronomy	Hotel
Heritage know-how	Farmer	Climbing	Well-being of mind	Tasting local product	B&B
	Beekeeper	Swimming-diving		Bar local products	Farm
	Cattleman	Cycling		Farmers' Market	Lodge
	Market gardener	Hicking			Unusual place
	Winemaker	Watersports			
	Sea job	Sea job			

F.From a technical viewpoint

The CMS[1] used for the site is one of the most famous free CMS: Wordpress.

Wordpress was chosen for its large community of contributors which provides a wide variety of add-ons that easily enrich websites.

We have therefore developed a specific module for the management of initiatives and their integration into the geographical map.

[1] CMS : Content Management System

2. Entrepreneurs video portraits from all over Europe



In this section, you will discover inspiring video portraits from all around Europe. These portraits are presenting successful stories of eco-tourism businesses. From Sweden to South of France, passing through Romania and Ireland, all these entrepreneurs want to change tourism through little actions.

The interviews give the chance to know better their initiatives and see what economic models have been built.

What was the light of the beginning? How did you start ?

Do you work alone or with a team ? What are your human resources?

What is your business model ? How is your initiative funded?

How is a typical day for you ?

What works well and what doesn't work or what would you like to improve?

What is your social / economic/environmental impact? Why is it "eco-touristic" ?

What tips would you give to other persons who would like to start an initiative?

How are your rate from clients ?

What kind of comments would you appreciate most from your clients?

What your business will be like in 4 years ?

Are there any other comments you would like to make?

These video portraits can be used on different level with different audiences:

- Raise awareness among youth
- Inspire young entrepreneurs to start their own project
- Have some content to start a workshop on eco-tourism where you can share and debate on the different dimensions of eco-tourism
- Have some ideas of how to build a video portraits in an easy and really communicative way

A.NORTH

Kajak & Uteliv, Sweden

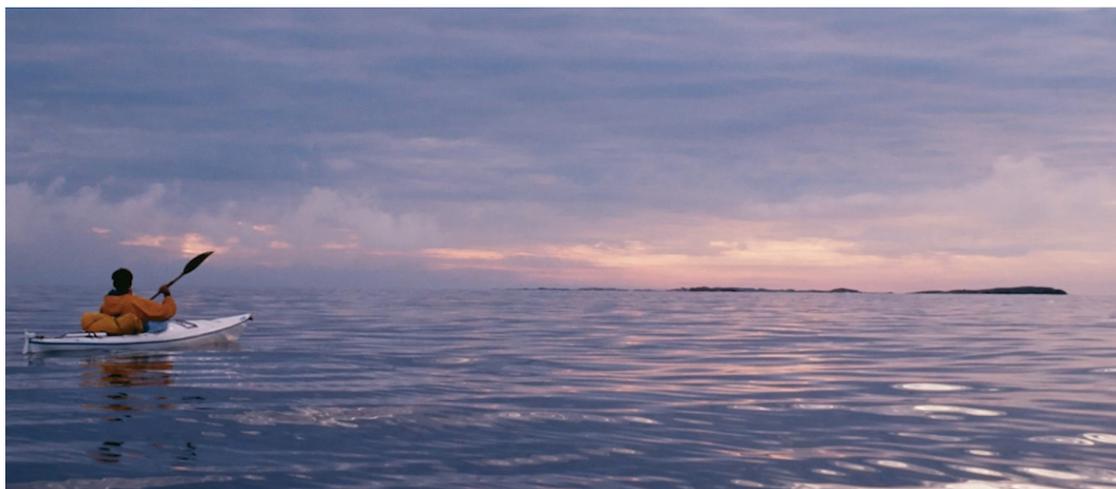
kajak & uteliv



Escapades, Sweden

ESCAPADES

EKOTURISM OCH ÄVENTYR MED NATUR OCH KULTUR



B.SOUTH

-Team Evasion, France



-Jas des lilas, France



C. WEST

-Burren Smokehouse,Ireland



-Burren Farm Experience,Ireland



-Mungo Murphy, Ireland



D. EAST

-Backcountry, Romania



-Veseud, Romania



-Outdoor experience, Romania





6. *The European Yeti Prize*

A. Introduction

Award introduction

To encourage eco-touristic initiatives, we have organized a European Yeti Award of 1000 euros for the practice that inspires the most the jury.

1st prize -> 1000 euros and attendance to one of the European YETI training programs, in Romania or France.

2nd and 3rd prize -> attendance one of the European YETI training programs, in Romania or France.

For all training programs, travel, accommodation and meal costs will be covered by the project.

For all winners : visibility and network in the eco-tourism field through social media, through the website, partners newsletters and this guide.

Criteria

Before launching the prize, partners and eco-tourism experts decided 6 key areas as criterion to classify.

1. Is this project original? (Does it have that Wow factor!)
2. To what extent is this project eco-touristic?
3. Is the experience enjoyable? (You want to go there and have the experience!)
4. Is it bringing something valuable to society? (especially for the local population)
5. Feasibility: is it sustainable financially? (Does this project have longevity?)
6. Capacity of transmission: can this project be an inspiring model for others?

The jury gave grades from 1 to 4 for each criterion.

6. The European Yeti Prize

Choosing a winner

Jury Members

The jury was composed by 2 groups of jury's:

-One group including 10 experts and professionals, 2 people in each of the 5 countries (France, Romania, Malta, Sweden and Ireland), from different background, diverse profile in terms of age and experience in eco-tourism sector

-One youth group including 15 persons between 18 and 30 years old, students or entrepreneurs in eco-tourism gathered in group of 5 persons

The jury members gathered in Galway, Ireland, and discuss their choices during a session moderated by the coordinator of the project. The final score was equal for two participants. The jury decided to have 2 first prize of 1000 euros, a great news for the winners.

Announcing the winner

One important last step is to announce the

winner. Having received over 25 applications, the partners decided to organize a small ceremony session on Zoom where more than 20 applicants participate! The 4 winners were able to introduce themselves and their projects.

In a nutshell:

1. Build rules for your competition
2. Build a communication plan
3. Build a jury
4. Build criteria and make a grid
5. Make people vote
6. Collect votes
7. Animate a deliberation
8. Announce the winner

B. Winners of European Yeti Prize



1 st PRIZE Activhandi

Name	Vallet Florian
Name of organization	ACTIVHANDI
Country of residence	France
Website	https://www.activhandi.fr

Please describe your background in relation to your initiative

I did retraining in Sports engineering in 2016 after 2 years and retraining in Sports engineering in 2016 after 2 years as Team leader in Industry. In 2012, I obtained a master's degree in sustainable development in Mountain. During my retraining, I made a raining where I was Project Manager (for 1 year) develop sport and disability in the National Canoeing Federation. During Summer of 2016, I worked in Austria as Rafting Guide where I took disabled people in

the boat. In December 2016, I became ski-pilot for adaptive ski to provide fun for disabled people. In February 2017, I met my girlfriend who have a disability (she is in a wheelchair).

What is the name of your initiative and what stage are you at ?

Our initiative called Activhandi ! I've been in business from 2,5 years (our company was created in August 2019)

What inspired you to start your initiative?

In July 2018, my girlfriend tried adaptive water skiing during an event. 30 persons in wheelchairs wanted to try this activity. This day was the start to create Activhandi. I said to myself : « if I have a mobile app to know adaptive activities around me, it will be great ». At this time, our website and mobile app was created to reference outdoor adaptive activities.

The second part of our history, started during health crisis in 2020. We observed an users growth at the start of the crisis.



@Activhandi

In June-July 2020, to help tourism in mountain we wanted to create holidays with our mission : what do you want to do ? What makes you happy ? What activities do you want to practice ?

What are the objectives of your initiative?

Activhandi is a young company that is involved in sports and tourism for Disabled people. Wethat is involved in sports and tourism for Disabled people. We have 2 identities : Activhandi, which proposes leisure activities (sports, adaptive walk, culture...) for 1: Activhandi, which proposes leisure activities (sports, adaptive walk, culture...) for 1 day, and Activexpérience, which creates that propose leisure activities (sports, adaptive walk, culture...) for 1 day and Activexpérience that create adaptive holidaywith leisure and sports activities. Our r philosophy is to start with the motivation, desires, and wishes of disabled persons. .

To know outdoor adaptive activities in France and Europe and the possibility to reserve, is the most crucial, is the most important objective. But with our partners (manufacturers, foundations, federation), we start to obtain these, like the repartition of the adaptive skiing equipment in Europe. This objective is complementary to create holidays package, because we need adaptive sport list. People can use Activhandi to practice a sport or a walk by week and they can reserve a multi-sport holiday package with Active experience, 2 trademarks for 1 using : to practice sport and leisure activity with our disability, to give autonomy to these

Florian VALLET
CO-FONDATEUR | DIRIGEANT

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Suivez-nous!
@activhandi

Vainqueur Européen "Initiative Tourisme Durable"

Erasmus+

people.

Another objective is : to accompany ski resorts to develop accessibility, mobility and adaptive activities in mountain.

Can you describe your initiative in 3 adjectives?

Pleasure, Sharing, Discovering !

What makes your eco-touristic initiative and why is it important to you?

In the definition of eco-tourism, 3 values are important for us : tourism with social impacts, no discrimination for tourists and the wellness of local Communities. Social tourism concern Environment, Quality of life, Fair Trade and Solidarity. A Responsible Tourism, A Tourism for All ! We are convinced, that Social tourism is the solution for the future of mountain territory.

Less

snow, disabled people can be leave in holidays out of season, more soft mobility...I think tourism for all can help ski resort and mountain territory to adaptive their strategy. Generally, disabled persons are a new target for territories (mountains or not), these people need more Nature, more Activites, more Pleasure, more Adventures ! We find this, only in eco-tourism ! Classic tourism is based just mass tourism and financial. With adaptive tourism, it's only on-measure.

What makes your initiative stand out and why is it unique ?

Our Outdoor adaptive activities ! Each National Federation organize one sport, generally for competition. Activhandi is different because we shows every outdoor activities, often hidden or with difficulty to know this ! With us, you can practice a sport or a walk each week or one time per month and you can prepare your trip with activities. It's a global service. It is unique because a platform which reference outdoor sport and leisure for disabled person don't exist really in France and Europe. Also, this connexion with activities and holidays, don't exist, you have just one or the other, activities or holiday. Innovation is that people can create a outing with friends or his family and his future holidays from activities. Therewith, we have an actions in the French Health system ! Since 2021, every french can be plug Activhandi in his Care course. It's a reel progress !

Who is the target audience?

individual disabled people (families, friends), community center, aged persons, person with chronic disease, association.

What makes your initiative attractive for your target audience ?

It's attractive for them because to find an outdoor activity for disabled people or person with chronic disease often hidden or with difficulty to know this. We make choice to have activities for each disabilities (physical, psychic, mental trouble...), it's benefic for each target.

To know if an activity is appropriate for a disability, we have a referent person. Also, we created some holidays develop for 1 specific disability (for example : holidays just for physical disability) and we communicate in this network. Accessible accommodations has been committed for several years, but not for outdoor adaptive activities. It's difficult between summer/winter, difficulties to access leisure practise (forest, ways, location), price of sport equipment, disabilities...But, the most important brake in this development is the know ! Which communication channels to use for our activity ?...This answer is Activhandi. The opportunity of our target, each professional that develop outdoor activity for disabled people, he can be reference on our website and mobile app.

Do you have a communication strategy (tools, channels , social media, website) ?

Our strategy is multichannel ! We use social media to communicate in our Community. We work with 2 influencers, one in France (12 000 follower in Instagram) and one in USA (400 000 follower in Instagram). These influencer bring some disabled travellers in France. We have create an network with patient association in France, manufacturers (France, Canada...)...they communicate about us. We have a channel in Youtube, it is not really activ. We have a strong partnership with several Sporting Federation to promote their sport holiday (sport training). A Podcast will be the next project to communicate in the Community.

How is your initiative financially viable?

We have several structures in our business model. For holidays, we got a percentage on a sale. We sell different form of holidays : groups for friends, families, aged people and associations, individuals holidays, itinerant holidays (bike tour...) and holidays for accompanying professional. For this model, our distribution channels are multiple : using European and international travel agency to promote French Alps in their travelers, using a sport tourism platform from sport brand... For Sport-leisure activities, we got a percentage when we organize an activity (it depends the size of the structure), we have a « little » price for sport clubs to promote our activities or sport training. For a small part is dedicated to accompany mountain territory, outdoor festival and to create sport event. It's just case by case.

A large part of our system is online (to pay, to choose, to preserve our holidays or activity). It's a choice to scale our model and system.

Where do you see your initiative in 3 years ?

In 3 years, Activhandi will have a network in each country in Europe. It's not really difficult to arrive from this, because we have already know, to create a data, to make contact (EU-ERASMUS Sport+ program is invest to develop adaptive activities). We won some prize with European Union (To share data with Switzerland ; Innovation for the EU-Strategy for the Alpine Region...). If we will arrive to create this database from outdoor adaptive activities, we will have the possibility to develop sports holidays in Europe. Switzerland is the best example, because we have created our network with sports adaptive foundation, accommodations, manufacturers, health center, ski resorts...On the Numerical aspect, we want to develop our mobile app to give possibilities from our Communities to add adaptive walks, activity, photos, paid options...



1 st PRIZE Mungomurphy

Name	Sinéad O’Brien
Name of initiative	Mungo Murphy
Country of residence	Ireland
Website	https://www.mungomurphyseaweed.com/

What inspired you to start your initiative ?

A combination of aquaculture having a terrible reputation thanks to unsustainable, intensive salmon farms and an increasing number of schools and curious individuals messaging us requesting a tour. I thought it was a good idea to showcase what we do and how we grow our abalone to demonstrate that aquaculture can be done in an environmentally sustainable way.

Please describe your background in relation to your initiative

I offer tours combining an introduction to seaweed and sea plant foraging and of our land based, recirculating aquaculture farm where we cultivate abalone from our own hatchery in Ros a Mhíl, Co. Galway, Ireland. I try to instil in our visitors a greater respect for what the sea has to offer but also educate them on what human activity is collectively doing to damage the marine environment, i.e. overfishing, sewage and agricultural runoff pollution causing algal blooms and ocean acidification. Our guests leave with a greater awareness and appreciation of marine life and many leave with a thirst for action which I love to see.

What is the name of your initiative and what stage are you at ?

I began our ‘Coastal Walk and Abalone Farm Tasting Tours’ under the Mungo Murphy’s Seaweed Co. brand in 2018.



@Mungo Murphy

What are the objectives of your initiative?

I want people to gain a better understanding of our global food systems and to appreciate and respect our marine environment. I also want people to leave with the knowledge that they can create easy and nutritious meals with seaweed and to demand better water quality where they live so they can forage for seaweed to eat if they want to and not worry about pollution.

What makes your eco-touristic initiative and why is it important to you?

The education we provide from foraging on the shore through to sharing the science behind cultivating our seafood gives our visitors a greater understanding of the marine environment and how important marine ecosystems are. In sharing our knowledge and story, I want people to leave with an even greater appreciation for the environment and inspired to take action in their own lives.

What makes your initiative stand out and why is it unique ?

I think our initiative is unique in that I cover the past, present and future in our tour by covering the role the Irish coastline played in Irish history in terms of seaweed and shellfish sustaining people through the famine to seaweed building up nutrients in the soil. Our land based recirculating aquaculture farm is the only one of its kind in Ireland and is quite unique globally due to most aquaculture farms choosing to farm in the open sea. It is a forward thinking farm, aware of the challenges that we face in



terms of climate change and ocean acidification, being land based enables us to control our water parameters. It is also helpful in illustrating to people what damage is being done to our seas and in discussing what can be done to improve the situation.

Who is the target audience?

Families, eco-conscious adults and students

What makes your initiative attractive for your target audience ?

There is something for all interests in our tour. We attract food lovers, chefs, engineers, scientists and policy makers as the scope of the tour touches on many intersecting topics. It is interactive and educational in a fun way.

How is your initiative financially viable?

We charge for our tours and as well as accepting bookings from FIT travelers, we also work with tour operators with private groups.

Where do you see your initiative in 3 years ?

I see us having a larger space to host our guests and to do hands on cooking demonstrations working with seaweeds and sea herbs that we will have incorporated into growing on our farm as ingredients.

Can you describe your initiative in 3 adjectives?

Immersive, illuminating, and fun.



2nd PRIZE

La plus grande table du monde

Name	Yvan Loiseau
Name of Initiative	La Plus Grande Table du Monte
Country of residence	France
Website	https://yvanloiseau.com/

Please describe your background in relation to your initiative

I have traveled to more than 60 countries around the world, sleeping in local homes. I exchange a culinary know-how for a place to sleep. Without speaking the same language, cooking brings us together and allows us to share stories through our taste buds and our palates. These trips have given rise to books (the last one, *Salade de racines*, was published in 2019 by *La tête ailleurs*), exhibitions (*Salade de racines*, *Mains d'œuvres*, 2019), performances (*Radio Carotte*, 2020, *La plus grande table du monde*, 2022). After all these encounters abroad, I decided to continue this sensitive experience at home, in Seine-Saint-Denis. Once again, I proposed to all the people I met in the street to go and cook in their homes in exchange for a place to sleep. I work on the perception we have when we meet a stranger in the street. How we reduce those we don't know by imagining negative things, when we

could increase ourselves. The world's largest table is the next project I'm working on, to break a human record by having 10,000 people sit at the same table, 3.3 kilometers long, from the basilic of Saint-Denis to the city hall of Saint-Ouen.

What is the name of your initiative and what stage are you at ?

I started the project *The biggest table in the world* in 2021, with 6 monumental tables that are between 170 meters and 400 meters long, in 3 working-class neighborhoods of Saint-Denis and 3 working-class neighborhoods of Saint-Ouen. Last year, more than 2,500 people of all origins came to eat at this table. . The inhabitants of the more affluent neighborhoods came to the housing estates. This created moments of incredible fraternity The installation of the giant tables was preceded by cooking and artistic workshops (theater, writing, drawing) to mobilize the inhabitants beforehand. During the festive days, all the food was free. We also welcomed artists who came to play music in the city. This first incredible experience, built with more than 50 partners on the territory, will be amplified in 2022, with other tables in 6 new districts, and more than 200 partners in the whole Ile de France region.

What inspired you to start your initiative ?

The very tense climate of the health crisis, which has only worsened the fear that everyone may have of the other, made me

think that it was necessary to organize a party, the biggest party, to get out of this so important gloom, and bring joy back into the public space. There is also a social issue, because the initiative takes place mainly in working-class neighborhoods. I wanted to stop having a negative look on the cities in France, and to value them for all the initiatives present inside.

What are the objectives of your initiative?

- To act in fragile neighborhoods and to allow the valorization of a territory

The ambition of the project THE BIGGEST TABLE IN THE WORLD is to break a world record in Seine-Saint-Denis. To create a monumental installation, which will bring together more than 10000 people, to promote conviviality, fight against racism and exclusion. A table is a place for sharing, it is the unity of two cities: Saint-Ouen and Saint-Denis, but also the unity of citizens regardless of their background, social or cultural origin.

To look at the city as a place where one can invest oneself, be entertained, become an actor, it is to give power to the inhabitants, to get them out of a form of passivity in front of the everyday life.

- A SOCIAL AND SOLIDARITY-BASED APPROACH:

Proposes to bring together users around a common project, in a participatory approach. The objective is to mobilize municipalities, companies, schools, and individuals to gather 1800 tables of a length of 1.80 meter.

This shared management, this success which

will rely on the participation of each one, will value the investment of the inhabitants users and will invite the curiosity of the passers-by.

We hope that this table, which will cross different districts of the cities, will allow the inhabitants to move more easily from one district to another, by meeting their neighbors.

- AN ARTISTIC GESTURE IN THE PUBLIC SPACE:

In our workshops, we mix theater, cooking, contemporary dance, video. The inhabitants are invited to speak, to dance, to sing according to their desires.

- THE ECOLOGIST MOVEMENT

THE BIGGEST TABLE IN THE WORLD is presented as a project - manifesto for sharing and pooling objects. This table, conceived from tables put at the disposal of individuals and structures, has for vocation to sensitize the inhabitants to the prevention of waste, in particular in the field of the food, which it is up to us to reinvent with regard to the new planetary stakes.

What makes your eco-touristic initiative and why is it important to you?

Because this project is free, and the only way to participate is to come with a dish to share. We also do prevention on waste management, namely that single-use plastic objects are forbidden on the table.

What makes your initiative stand out and why is it unique ?

Because breaking a world record is something everyone wants to do, but we want to break a humanity record, and that seems less common, and more important.

Who is the target audience?

Our main target is all the inhabitants of the cities where the project will be implemented, but also all the curious and the gourmets of Europe.

What makes your initiative attractive for your target audience ?

The inhabitants of the housing estates are not used to being asked to co-construct projects. In France, choices are often imposed on them. We are there to listen and build with them a project that resembles them, and that makes the difference. Today, in February 2022, more than 120 structures in the region trust us and work with us.

Do you have a communication strategy ?

We communicate information on the ground to the inhabitants, and on the internet for people who follow us from afar.

How is your initiative financially viable?

We have public and private support, from the city of Saint-Ouen Saint Denis, from the National Agency for Territorial Cohesion, but also from companies in the area. In 2021, we have raised 51700 euros for 6 events, in 2022, we aim to raise 225 000 euros.

Where do you see your initiative in 3 years ?

If the project works in 2022, this table will expand to Montmartre in 2023, then to the center of Paris in 2024, and finally will cross the entire city of Paris to connect the two suburbs, 93 (Seine-Saint-Denis) to 92 (Hauts de Seine).

Can you describe your initiative in 3 adjectives?

Sharing, delicacy, sensitive





3rd PRIZE CultuRail

Name	Pauline David
Name of Initiative	CultuRail
Country of residence	France

Please describe your background in relation to your initiative

I am a French student born and raised in Cavaillon, a small city between Avignon and Marseille, in the region Provence-Alpes-Cotes d'Azur (Southeast of France). I am currently enrolled in a Master's degree in "Innovation and Organization of Culture and the Arts" within the University of Bologna (Italy). My final thesis is about Cultural Tourism and how to develop sustainable models of cooperation between cultural and touristic organizations operating in that field. I have always had a strong interest in eco-tourism initiatives, and I have been participating to several projects related to that topic. For example, in the summer 2016, I was part of the international volunteers' team for the Festival "Klimacamp im Rheinland" (Lutzerath, Germany). It was a very inspiring experience, thanks to which I met people coming from all over Europe. Currently, I am part of the association Spazi Indecisi (Forlì, Italy) which aims to enhance abandoned spaces in the Emilia-Romagna

region thanks to cultural projects. I am in charge of welcoming visitors and guiding them through the collection of photos, videos, archive documents and pieces of artistic performances that the association gathered within the "Centro Visite IN LOCO" (see website: <https://inloco.eu/>).

What is the name of your initiative and what stage are you at ?

My initiative is named "CultuRail". I haven't started yet, but I have my business plan. Also, I already contacted different associations and projects managers who could have an interest in developing this project, such as the French association "Once Upon a Train" based in Paris, the tourism cooperative "Les Oiseaux de Passage", and one of the responsible from the organisation "SNCF Voyages Italia" who is in charge of passengers' services on the trainlines connecting France and Italy.

Location of initiative

It would start within the trainline connecting Paris (France) to Milan (Italy). The scope is to later extend the project to other trainlines connecting European cities.

What inspired you to start your initiative ?

Ever since I was a teenager, I have always loved traveling by train. Back then, I was spending lots of my weekends and holidays on board of the regional trainlines between Avignon, Béziers and Toulouse to visit my family. Now that I have been living in Italy

for about two years and a half, I realize that not only this is still a very important part of my life, but it is also a growing sector of interest in Europe. In fact, 2021 was the “European Year of Rail”, and lots of investment are oriented towards railway transport as it is an important pillar of sustainable mobility. There are different trainlines crossing the border between France and Italy, and I enjoy them all: I never get tired of seeing the high peaks of the Alps, or the Mediterranean seaside changing over the seasons. My inspiration for this project comes from those breath-taking views, and all the other beautiful European landscapes that can be admired from a train’s seat.

What are the objectives of your initiative?

My idea is to develop a smartphone application, named CultuRail, relying on geolocation data to provide educative and cultural content to users throughout their trip in relation to the different landscapes, cities and other points of interest that are

crossed by the trainline. The main objective is to invite train passengers across Europe to pay attention to the rich diversity of landscapes that can be spotted from the train’s windows, and to contemplate them through a cultural perspective.

In practice, CultuRail will rely on two types of content:

- Educative content: users will be able to read/listen to live descriptions of the landscapes while they are being contemporaneously immersed in them. For example, they will find out about the different peaks of the Alps visible from the train at a precise moment, along with different insights and tourism-related suggestions (such as: sustainable ways to enjoy the Alps and ideas of activities for each season). This content will be produced by a team of “experts contributors” gathering different perspectives (naturalistic guides, urbanists, passionate explorers).
- Interactive content: users are invited to share cultural contents with other train passengers



throughout the trip, in a way to get collectively inspired by what they are seeing through the windows. Examples could include a piece of a French novel describing the Alps' landscapes, a song from an Italian artist born in Turin, a personal memory connected to Milan's central station... such contents would contribute to enhance passengers' experience in the train, by stimulating both their attention and their creativity.

What makes your eco-touristic initiative and why is it important to you?

This project emphasizes the values of slow tourism: it is an invitation to contemplate and to be curious about the natural and urban sceneries scrolling through the train's windows. Aside from the interactive dimension inviting passengers to share their own cultural content and get creative together, the app aims to be a resource for tourists who are discovering those landscapes for the very first time. While the Alps might naturally attract the attention, other types of landscapes (such as the rural territories of the Bourgogne region, which are also crossed by the Paris-Milan trainline) are full of history and culture that could be interesting for international tourists traveling to France. Who knows, they might choose to stop there next time, after they got a nice suggestion of activity from our app! From a broader perspective, this project aims to enhance train passengers' experience and potentially invite more people to choose to travel by train – which has proven to be less polluting than most

transport means (such as the plane or the car). As tourism implies to travel somewhere, I believe that promoting sustainable mobility is an important aspect in the development of ecotourism initiatives.

What makes your initiative stand out and why is it unique ?

I would say that this initiative stands out because it aims to enhance a very specific part of the tourism experience: the trip. I am part of those who consider the trip as a fundamental aspect of the whole adventure. In fact, I always preferred the train to the plane because it gives me the possibility to be slowly immersed in a new place, as landscapes are changing little by little. During this precious (and sometimes huge) amount of time, I usually read or listen to music, and I feel like this contributes to that feeling of immersion which is so amazing when traveling to a foreign place. I feel like an app like CultuRail would be a unique opportunity to share these contents and feelings with other passengers, and to get the most out of my train trip.

Who is the target audience?

CultuRail is essentially addressed to people who identify to the category of “cultural tourists”, in the sense that their main motivation to travel consists in learning and experiencing a place's culture. I believe this type of tourists tends to be more receptive to eco-tourism initiatives and, therefore, they could be interested to choose train over plane for their trips across European cities, especially

if there is the possibility to engage in cultural experiences right during their train trip. My primary focus will be on young travelers (age ranging from 18 to 35) who are more at ease with new smartphone applications, but I aim to provide appropriate explanations and use appropriate communication channels for all age groups to enjoy CultuRail.

What makes your initiative attractive for your target audience ?

Cultural tourists are particularly keen to engage in immersive and collective experiences enabling them to get acquainted with the cultural features of a new place. CultuRail constitutes an opportunity for them to do that on a portion of available time corresponding to their trip. They can simply learn more about the different landscapes and cities that can be spotted from the train's window, or they can choose to interact with other passengers through the exchange of place-related contents (songs, books, films, personal stories, and so on, in relation with the place that is being crossed by the trainline). In both cases, this app represents an invitation to be collectively immersed in a mix of nature and culture, cities and stories, before the "already planned" tourism experience begins – when the train arrives.

Do you have a communication strategy ?

As explained previously, CultuRail will be an application available on smartphone. I am planning to create a dedicated Instagram page whose scope will be: first, to introduce

progressively the different features and possible ways to enjoy the app; second, to create a community of CultuRail travelers sharing their enthusiasm for rail transport, local cultures and amazing European landscapes. Daily content will be published on the Instagram page in relation with the app's key topics of interest, such as slow tourism, sustainable mobility, and cultural diversity. One of my Master's degree





colleagues offered her services to create a dedicated website which would complement the Instagram page. I also would like to emphasize the use of “concrete” communication tools, in particular, through the presence of a CultuRail kiosk in Milan, Turin, Lyon and Paris railway stations, near the train’s platform. Dedicated communication supports will be designed to be displayed inside the train in accordance with our partnership with SNCF Voyages Italia. These supports will carry QR-codes allowing direct access to the app. // Concerning the question n°11 (current communication channels): As the deadline for the European Yeti Award was very close to the deadline for my Master’s final thesis,

I did not have time to launch the Instagram page yet. I am in touch with the association Once Upon A Train who will support the launch of the page on its own social medias.

How is your initiative financially viable?

To launch the initiative, I am hoping to obtain financial support from the French national railway company (SNCF) which I believe can be interested in developing such services for train passengers.

These first fundings will be invested in the creation of the app: I am planning to collaborate with the developers’ team who designed the app “In Loco” for Spazi Indecisi, which is also based on geolocation data (and it has been another big source of inspiration for me).

Regarding the educative content, I would like to build partnerships with young organizations such as the cooperative Les Oiseaux de Passage or the association Once Upon A Train. They are strongly interested in the project and they have many volunteers with different professional backgrounds who would accept to create the first contents.

Eventually, I would elaborate a crowdfunding campaign to raise new funds and build a community around the project. I believe this could be a truly interesting way to test the initiative’s attractiveness and adapt it to users’ needs and expectations.

Can you describe your initiative in 3 adjectives?

Cultural, educative, innovative

A person is riding a bicycle away from the camera on a long, straight, paved road that stretches into the distance. The road has a double yellow line down the center. The landscape is rural, with green grassy hills on either side and a line of trees in the background. The sky is bright blue with scattered white clouds. The text is overlaid on a semi-transparent grey rectangular area in the center of the image.

**C. Initiatives in different areas:
Food and housing experience,
sports, heritage & social tourism,
journalism & media**



a) Housing and Food experience

Archipelago adventure

Name	Lizzie Kytölä
Name of initiative	Archipelago adventure
Country of residence	Sweden

What inspired you to start your initiative ?

Before the pandemic I loved going to Asia and participate in island hopping, a popular backpacking activity. Since I have also studied tourism and media technology and I have learned a lot about the benefits of leaving your digital devices at home, especially while travelling. The concept is developed to fit all kind of people with three different packages to be able to do so. The project aims to produce a site-oriented package where international tourists can experience the Värmdö archipelago on a comfortable to adventurous level. The project will suit everyone, from the family to the lone adventurous visitor who is interested in experiencing the genuine Swedish nature.

The project will be designed together with the local actors in food, housing and transport. The project includes three different packages :

1. Luxury nature lover: 3 nights

A 3-night private nature experience with a guide in the archipelago. Accommodation of normal standard and transport by private boat taxi between three different islands. The experience includes 3 dinners, 2 lunches and 3 breakfasts with a meal drink. The package is designed for who travel comfortably and who like to visit islands with good activity opportunities.

2. Nature Adventure: 3 nights

For the adventurer who wants to experience nature but travel on his own. Accommodation in simpler hostels. All overnight stays and transports are arranged and pre-booked for the traveler, the travel between the islands by them self with public boat traffic.

3. Wildlife Archipelago. The experience focuses on survival in Swedish nature where you learn various survival techniques and at the same time meet other nature lovers who follow the adventure. Days of kayaking and swimming the following evenings with campfires and cooking of fresh fish. Groups of at least 3 and a maximum of 10 people together with a guide. The experience consists of 3 nights in tents on uninhabited islands in the archipelago. NO PHONE-NO CLOCK!

What makes your initiative stand out and why is it unique?

Traveling between islands has long been a popular tourist activity in warmer latitudes. I think this concept is possible here too. Leaving your mobile phones is becoming more common and especially when travelling, but at the same time paddling between islands is a new concept in this part of the world. Have you ever wondered how you would feel if you did not have a clock for 48h? Try and I promise you will learn to do stuff because you feel like it, not because you have to, its crazy!

Who is the target audience?

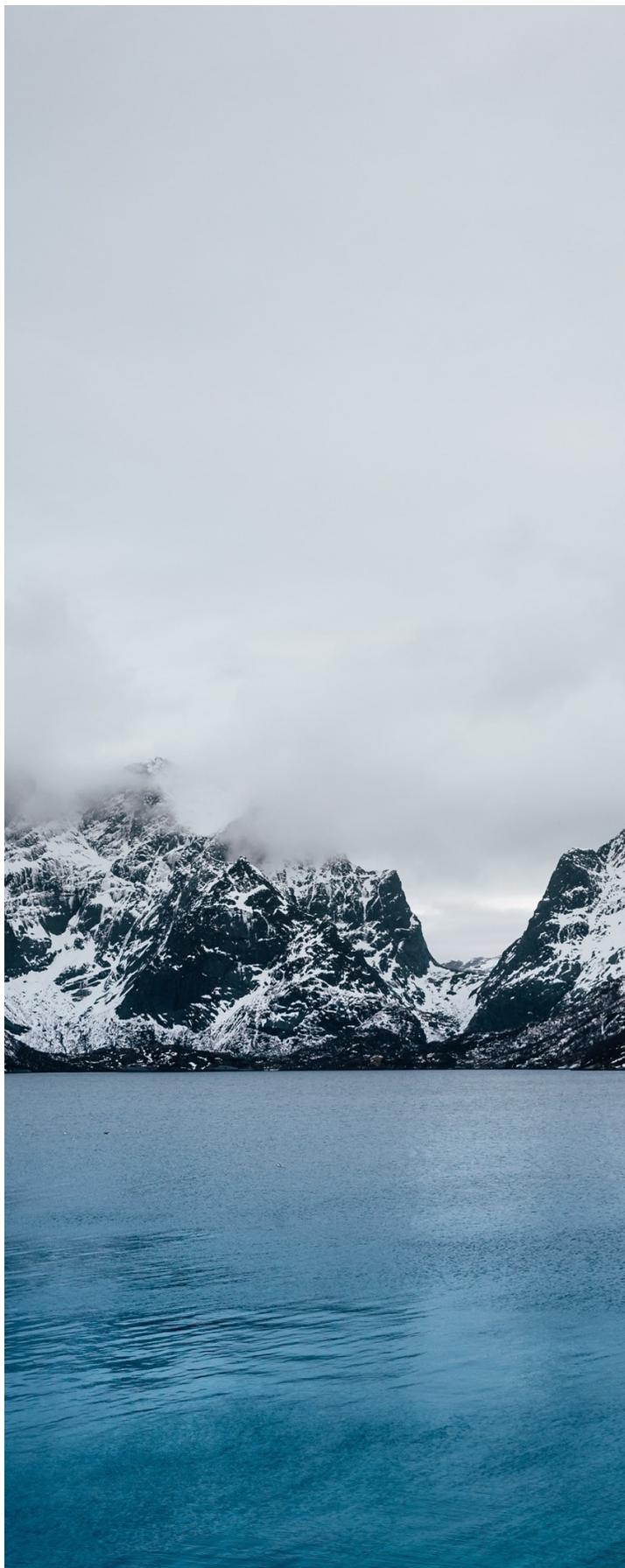
For the Wildlife adventure it's mostly backpackers, adventurers and people wanting to learn how to survive in the swedish nature. Luxury lover on the other hand consist of glamping and boat taxi, which is suitable for couples or elderly. Nature Adventure is a mix, and can fit families and friends wanting to experience something else.

What makes your initiative attractive for your target audience ?

Sometimes it's hard for international tourist visiting Sweden to know how to experience the nature, when in other countries island hopping or hiking is quite normal activities. This is an experience where you can learn so much in few days, and if you are in for the luxury alternative you will have help all the way with everything pre booked and planned for you.

.Can you describe your initiative in 3 adjectives?

Adventure, Reconnected, Real



Gozo picnic

Name	Ana Kisling
Name of initiative	Gozo picnic
Country of residence	Malta
Website	https://www.facebook.com/yourgozopicnic

What is the name of your initiative and what stage are you at ?

Gozo picnic - is an adventure dining, one of the first sustainable family business on the island of Gozo, Malta.

What makes your initiative stand out and why is it unique ?

Gozo picnic is the only homemade, single use plastic free, sustainable experience combining adventure and dining.

All food is freshly prepared at home following the order, we use mostly locally sourced and seasonal produce. Food served in reusable containers. Picnic is set in most beautiful and adventure's places on the island, bringing people closer to the nature and raising awareness for the sustainable lifestyle.



@Gozo Picnic

CAZNA

Name	GORON LAURA
Name of initiative	CAZNA
Country of residence	FRANCE
Website	https://www.facebook.com/cazna.reunion/

Please describe your background in relation to your initiative

I worked for eight years in luxury hotels in France. I loved my job but it was completely disconnected with my commitment to environmental questions. I decided to become an actor of sustainable tourism to prove that a business can be sustainable and profitable, even in tourism industry.

What are the objectives of your initiative?

This initiative has three goals :

- prove to our kids how to work, make money and respect the life around them on the same time
- show to tourists that they can choose a sustainable stay, without sacrificing comfort- show to professionals and politics that they have to change their way of welcoming people. Luxury or Airbnb are not the only solutions.

Moreover, at the end of the CAZNA PROJECT, we plan to be 100% self sufficient. We will develop a public farm to welcome kids, a biological agriculture, sustainable solar and wind energy.

What makes your initiative stand out and why is it unique ?

Innovation is a big part of the project. Sleep in a bubble in a tree is like being a bird in wildlife. Thanks to this unique proposition in the Reunion island, we will hopefully welcome strangers and local tourists. We want to create a space where ecology is fun and interesting. We don't want to give lesson, we want to share our convictions, our failure as well and think eco tourism in a different way.

What makes your initiative attractive for your target audience ?

This initiative is attractive because of:

- the innovation. Nobody offers you to sleep three meters ahead !
- the price. With a price under 130€ by night, we can welcome people with little budget
- the all in proposition. We thought of every aspects of the stay to reduce the environmental impact (constructions, foods and beverage, amenities, energy, etc.)
- the professionalism. I come from hotel industry as housekeeping director, so I know how to make your stay unforgettable.



Green Flower Guesthouse

Name	Alexandru Dumitru
Name of Initiative	Green Flower Guesthouse
Country of residence	Romania

What are the objectives of your initiative?

1. have a guesthouse in an important city in Romania- the new technology and innovation hub
2. utilise innovative green technologies to save costs and develop a sustainable project that fits well in a technology hub (that is Cluj)

What makes your eco-touristic initiative and why is it important to you?

So far there are not so many green guesthouses. I target a specific audience: (apart from the ordinary touristic desire) people interested in the tech and innovative dimension of the green realm, hence visitors can have a tour or even a "workshop" on how to incorporate green and sustainable technologies for private houses.

What makes your initiative attractive for your target audience ?

Apart from just having a place to stay when on holiday, tourists can have a tour of the guesthouse focused on the technologies used to transform it into a green and sustainable initiative. This tour will include "how to" guidelines, a sort of an awareness campaign on the utility of these technologies, practical info, costs, means of achieving a similar building.



project of MEREUTI GABRIELA-IOANA

Name	MEREUTI GABRIELA-IOANA
Country of residence	Romania

What makes your eco-touristic initiative and why is it important to you?

My aim is to have almost all products sourced from local production, thus reducing the impact of packaging and transportation to a minimum. All products offered will be organic or bio, obtained with the smallest footprint possible. Energy will be provided mostly by photovoltaic panels and solar pumps, and bio-waste will be either composted or, when appropriate, used as animal fodder. It is my belief that respecting nature, not only ensures a clean and healthy environment, but also provides a unique sense of balance and inner peace, which can be attained when realizing we are all part of the environment, we do not stand above it.

What are the objectives of your initiative?

The main objective is to create a vacation resort where both visitors as well as the local people stand to benefit from their interaction. Local foods and products will be made available to visitors, allowing visitors direct access to the land's harvest while providing the local producers with an

accessible place to market their goods. This would be a significant development for the people living in the area as they there are currently no markets or fairs in the nearby towns.

The services provided by the locals will give an authentic experience to the visitors, however, through interactive engagement, experiences and ideas will be traded both ways, benefiting all parties. Forging new friendships is one of the most important objectives of this initiative.



What makes your initiative stand out and why is it unique ?

Imagine a tiny village on the outskirts of an already secluded village, situated in the picturesque hilly region of Romania. This tiny village within a village will have its own gardens, its own orchards and even a small, friendly forest.

As both intimacy and the environment are treasured, there will be only a few small, quality houses with big windows and glass rooftops to allow visitors to enjoy the view of the beautiful hills and the magic of the out-of-town night sky. For a more unique experience, visitors will be able to choose to stay in one of our treehouses, from where they can admire the surrounding landscapes. Visitors will be free to pick any fruit or vegetable he or she can find in this tiny village, depending on the season.

In the evening, the tiny village will be lit by small light bulbs that have been charged by the sun during the day. There will be luminated paths through the small forest where people can have a relaxing and safe walk after dark..

The resort will be offering a unique

experience to visitors, on account of its concept of experimenting living in a fairy village. Almost everything is produced locally, and tourist are invited to pick fruits, berries, vegetables and mushrooms, amply available only a few meters from their comfortable accommodation. Furthermore, visitors will be welcomed to interact directly with the people offering their products and services, exchanging life experiences in different workshops and social activities.

What makes your initiative attractive for your target audience ?

When you've seen an all-inclusive five-star resort, to a significant degree, you've seen them all. However, when you start seeing beautiful places, meeting beautiful people, the experiences you encounter make you end your vacation richer than you started, in contrast to the mainstream option discussed at the beginning of this paragraph.

The resort I have in mind will offer a balance of gaining new experiences and simultaneously benefiting from homey comforts.



Cinegecafe

Name	Iván Józsu Varnyú
Name of initiative	cinegecafe
Country of residence	Magyarország
Website	https://cinegecafe.hu/

What are the objectives of your initiative?

Our main goal is to spread eco-friendly solutions and mindset in our reachable environment. We believe that every local

community has their own values and sustainable answers for the world. We would like to show them to wider audience.

When we launched our initiative, we just started to seek these local treasures and we were even surprised that we could find almost everything in Hungary we needed, even most of them in Győr and the nearby villages.

What makes your initiative stand out and why is it unique ?

Our initiative is unique, because we not only run a cafeteria, but we established it as a community house for this cause, sharing thoughts on every topic which serves a better cause.



Also as an education method, we usually do not use marketing to show our products as vegans, only we reveal it after they tasted and they were satisfied to ruin the people's prejudice. And it works!

We want to provide sustainable transportational tools for rent, like longboards and bicycles to be used for low budget or free for free presents for customers. The goal is to visit our recommendations for gastro tourism in the neighbourhood, like the local brewery or winery, etc. Also inviting people for workshops, like bookbinding from recycled paper, fermentation, building eco-friendly board games and jewellery.

We are on a pilgrimage supporting the pilgrims with discounts and hospitalisation.

We use only Hungarian and local products, and a local jewellery designer provides us with his products that are made from fallen wooden.

The cafeteria is full of plants and we welcome any plants who want to belong to our plant hotel

e.g.: If someone goes on holiday, they can take the plants from their household for plant sitting.

The furniture here is upcycled from second-hand tables, chairs.

The design in the cafeteria is a highlight of local artists, so we provide them with our walls as a gallery to exhibit their work every month. We hold open-mic nights for musicians and poets and or whoever has something to share.

How is your initiative financially viable?

Since we have opened we are getting more and more income month by month. We still did not reach the profitable stage. But for a new initiative it is a bumpy and dangerous road. The goal is to make it profitable constantly this summer. (which is little more than one year from the first customer). We are on a good way for it because we are getting more and more customers and also we are so step by step we get closer to our goals. Good to know that we are constantly developing and some developments go high, some fall. We have high hopes in the written ones in this we have written in previous questions. It is clear if we had more capital we would reach our goals faster.



“Be aware” land

Name	Zoltan Peter Varnyu
Name of initiative	“Be aware” land
Country of residence	Hungary
Website	https://www.facebook.com/zoltan.varnyu

Please describe your background in relation to your initiative

It was always hard to see, how the capitalism ignores the sustainability, and eco-friendly life. The humanity went step by step far away from the natural life. We choose the comfort, advertisement tells us what we want to buy to feel ourselves better in our future, but we forgot how to stay healthy or keep livable our (or our kids) future. I worked in a company, as a project manager for 6 years, so I tried this life, but I didn't feel myself too comfortable in this period. Than I quit this job, and didn't start a new one like this. I started to search, what I am missing for. Once I went to Greece to spend 1,5 months with a community, in an eco-camp. There I found what I missed, the simple and sustainable life, close to the nature. I got the idea, how I can connect this life, with the capitalist life, the technology, and how I can educate the people (from all around the world) to become more aware.

What are the objectives of your initiative?

Connect the sustainable life and the modern world.

To show this opportunity to a lot of people.

Accomplish a lot of different eco-friend projects

Hosting little handmade workshops (plastic recycling, wooden furniture, jewelry making, etc.)

Having home grown veggies, spices, fermented foods

Implementing Eco friendly, self-sustainable system (solar panel, gray water system, dry toilets, composts, etc.)

Erasmus+ projects, camps, touristic place, home for everyone, volunteering opportunities.



@ “Be aware” land

What makes your eco-touristic initiative and why is it important to you?

I feel like the world and the humanity is separated from the nature. We define ourselves by this fast moving consumerist society and the people need a wakeup call. I would like to invite them for this awakening. It is important for me to make an impact on people's lives, to make them aware of their actions in life. We are used to the comfort we live, we take everything for granted, for me it is not how I want to be in this world.

What makes your initiative attractive for your target audience ?

Countless possibilities here, You can find yourself or just get a good idea, or spend a good time. Target audience is not definable, if you want to visit the land, you are welcome; if you want to work on the farm, you are welcome; if you want to manage a project, you are welcome; if you want to get back to the nature, you are welcome; if you want to have an adventure, you are welcome; if you want to be with us, you are welcome; if you want to be alone, you are welcome.

How is your initiative financially viable?

The base of this plan is a self-sustainable "camp". Under ideal conditions, we don't need money, but of course for the beginning and for upgrading it, we have to invest some money. First we would like to organize some Erasmus+ projects, and we would like to invite some volunteers, to work with us on this land. When the land will be well equipped for hosting 40-60 people together, we will use this place for the Erasmus+ project as well, what will gain more income. Later we would like to organize, simpler camps, and also anyone can visit this land as a tourist. In a further future we would like to establish a nursing home, and a school and a kindergarten camp there.

Other income possibility is the gardening and harvesting, (farmers market/home grown veggies, fermented products, etc.)

Other income possibility is our handmade products from the small workshops (recycled plastic, wooden furniture, jewelry, etc.)

Crowdfunding.



Rainbow fish

Name	Sebastian Spanache
Name of initiative	Rainbow fish
Country of residence	Romania

Please describe your background in relation to your initiative

I propose this initiative in relation to my background as a father, an amateur fisherman, as well as a professional therapist. I am a person who enjoys nature and who is concerned of the future of younger generations. I grew up in Calafat, in South-West Romania, on the banks of the Danube River, and on the shores of virgin ponds. Thus, I have enjoyed the complexity and beauty of the ecosystem surrounding them – with a diversity of colorful fish, plants (such as water lilies), animals and insects. As a fisherman, I have noticed their degradation in time, especially because of human actions, such as overexploitation, excessive gravel extraction, pollution, excessive multiplication of invasive species, change of land use (for agriculture). Moreover, my occupation is that of a professional therapist, and I know how important people's relation with nature is, and how it can help to improve mental health. I wish to help other people to

experience the nature's richness I have experienced as a child, its calmness and healing effects. I believe ecosystems' sustainability is directly related to our physical and mental health.

What are the objectives of your initiative?

The main objective is to transform a disaster for nature, a former gravel pit, into a healthy and thriving natural ecosystem, a fishpond, that can serve as a family (and not only) destination for ecotourism.

Additional objectives

- Educate people about natural pond ecosystems, their diversity, complexity, and beauty – (for example, through activities dedicated to schools, families, children).
- Contribute to the physical and mental health of people by helping them reconnect with nature.
- Contribute to the empowerment of local people by facilitating the creation of a community around the fishpond and its corresponding touristic facilities.
- Encourage young generations to develop respect for nature.

What makes your eco-touristic initiative and why is it important to you?

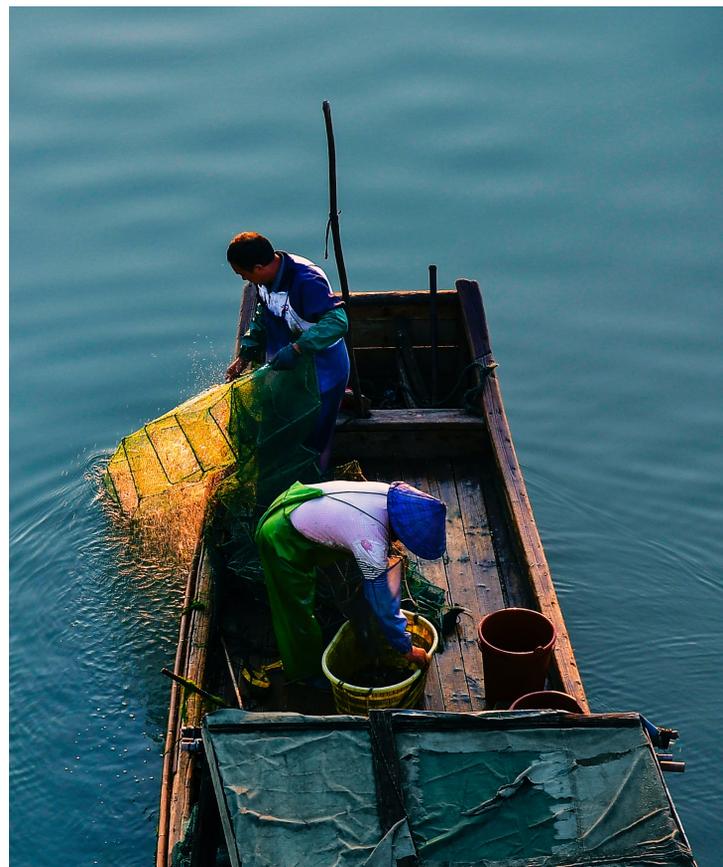
My initiative can be considered eco-touristic as it involves transforming a disaster for nature into a natural area – a fishpond with a rich ecosystem of fish, plants, insects, and animals, that can serve as a destination for responsible travel.

Through it, we wish to build environmental awareness and respect among young generations and not only, by providing experiences to visitors that help raise sensitivity to environmental climates and to nature in general. The initiative involves the design, construction, and operation of low-impact facilities, as we will aim for the fishpond to become self-sustaining from certain points of view – the fish species with which the pond will be populated will be chosen in such a manner that it helps build a healthy ecosystem. For example, this involves the inclusion of predatory fish also, which help keep the pond healthy, as they balance other fish species, by preventing overcrowding and by eliminating diseased fish. Moreover, we intend to use as much as possible new technologies for energy and heat from renewable sources, such as solar panels and heat pumps. This will be done especially by applying for funding from structural funds, as funding programs will become available in the new EU programming period (2021-2027). By doing so, we wish to reduce the impact on the environment. Another reason that illustrates the initiative's eco-touristic character refers to the fact that it involves empowering local people and raising a community around it. For both the construction and running the facilities we wish to employ locals. Moreover, around the initiative, we wish to encourage small local producers of goods such as honey, cheese, fruits and vegetables, handicraft products to start marketing their products to larger audiences, the visitors of the fishpond and its facilities.

What makes your initiative attractive for your target audience ?

Because such a pond and project can serve as a natural and environment friendly alternative to a zoo. It can become a "fish garden" in which children observe the fish in their natural habitat. As it will be built over a former gravel pit, with a sand and stone substrate, the water will be very clear and see-through. Thus, visitors will be able to observe the fish while swimming in their natural habitat.

Moreover, we have noticed an increasing trend regarding the demand for experiences, as opposed to regular vacation trips. Families are interested in exposing their children to a variety of learning experiences, and such a facility together with what it can offer, responds to this kind of needs. More so, as people are also becoming aware about the need of changing their actions and behavior, as a result of concerning climate changes.



La Maingotière

Name	Baptiste Boittiaux
Name of initiative	Maingotière
Country of residence	France
Website	https://www.facebook.com/la_maingotiere
What inspired you to start your initiative ?	

It all began when we discovered biomimicry in Cape Town, South Africa, back in 2014. Since then, we have been thinking about how we could apply life principles to build sustainable organizational models.

We organized a field-road-trip around France to study if there were any organizations doing so, whether intentionally or not. The result was that almost every organization that had core ethical driving forces would use, mostly unintentionally, life principles to manage their projects.

We also identified a sustainable business model that would sustain such life principles, and on which many organizations rely on. It is centered around hosting, production and transmission, and this is where we got our inspiration from to launch La Maingotière.

What makes your eco-touristic initiative and why is it important to you?

An important part of our project is to welcome people to our place (through different activities: rural gite, events, workshops) and share with them how nature can solve our problems

and change our lives. Practically, it means spending time in a eco-renovated house (sustainable materials, dry toilets, water collection) and giving them the opportunity to share our day-to-day activities : sourdough baking local and organic kitchen organic brewery horticulture workshops about permaculture and biomimicry We chose to radically change our way of lives, and it is very important for us to share it with as many people as possible

Who is the target audience?

We have different target audiences depending on our activities. We act both very locally as regards with our production and event activities, and more globally through our rural gite offer. The key objective of La Maingotière is to have a very diverse set of clients coming and mixing at our place, through the different activities we offer. For example for the rural gite : families or groups of friends looking for a sustainable holiday, companies looking for an inspiring place to organize seminars, “communities” (digital nomads, well-being professionals, artists, permaculture and biomimicry enthusiasts, ...) Diversity is a very key concept in Life, and so it is a very important part of our initiative : various activities, audiences, partnerships, legal structures ...

What makes your initiative attractive for your target audience ?

We believe our initiative is a way of answering our society's need to be more resilient and adaptive in an ever changing world that is more and more complex and uncertain.

Our gite combines a very well equipped and comfortable house with a unique natural environment and meaningful "savoir faire" that you can experience. It is quiet and isolated yet easily reachable by public transport (2h by train from Paris). It has been designed to be modular, accessible to different budgets (full gite, per night bedroom and camping areas, wwoofing options)

Do you have a communication strategy ?

As per today, we only use social media to communicate (Facebook and Instagram). The

objective is to have a website up and running for the gite's opening (October). We believe in local partnerships in order to raise local awareness about our project. We have been connecting with local cultural charities to participate and organize different events. We also have a very close relationship with our local area (region, department, council community and municipality) to design the project in response with our territory's needs. We promote the global project through the production activities that we already launched (bakery and kitchen). We believe we can build bridges and synergies between our different activities that will benefit the gite as soon as it opens. We have had appearances in different local media (newspaper and radio). Vanessa, one of our team member, worked for more than 5 years in a communication agency and will be in charge of creating our marketing strategy.



The Micro Palaces

Name	Mélina Nieto
Name of initiative	The Micro Palaces
Country of residence	France

3.Location of initiative (city, country)

The Micro Palaces are located in the French countryside in Haute-Savoie, between the Alps and the Rhone Valley), next to the small village of Vaulx near Annecy, between Geneva (Switzerland) and Lyon. The Micro Palaces are in the middle of a little wood and surrounded by vegetation. When you leave the wood, in a few minutes by foot, you can enjoy a beautiful view of the Alps and the Mont Blanc.

What makes your eco-touristic initiative and why is it important to you?

Micro Palace will be an activity with low environmental impact to discover a territory, to sensitize the visitors to the local eco system and to the respectful practices of the environment :

1 - Encourage "car-free" stays by proposing pedestrian and cycling itineraries during the stay. To get there, a bicycle rental service will be set up to get from the train station to the Micro Palaces.

2 - Circular economy. From building materials to food and activities proposed in connection with partners, the activity can

work with local resources (30 km perimeter).

3 - Most of the food is produced on site. Maël is a young producer in permaculture and his farm "Le Potager Gourmand" is located on site. His permaculture farm will provide fresh vegetables, fruits and eggs for home-made and seasonal cooking.

4 - Regional visitor target (less than 3 hours travel time)

5 - Waste reduction and recovery by composting, reuse and recycling.

6 - Equipment (dry toilets, wastewater treatment by plants in phyto-purification, rainwater recuperation...)

7 - Micro Palaces are designed as nature observatories. Providing tools for the observation and identification of the local fauna and flora. Mediation on the functioning of this ecosystem in relation to human activity.

8 - Permaculture workshops, thematic walks (for example, recognizing wild and consumable plants)

9 - Revegetation of a part of the site based on the garden forest principle in order to reinforce the diversity of species,



reintroduce wild edible plants and promote living soil. The eco-responsible approach seems to me inseparable from the creation of an activity today, whatever it is. In my opinion, it is a question of logic and common sense. Unfortunately, it is still very difficult to be totally coherent in this approach. Norms, legislation and mentalities are not yet adapted enough and require sometimes absurd compromises. But I am convinced that it is with enjoyment, relaxation and learning that we can open up to the world around us, encourage inspiration and decide to make changes in our daily lives to better adapt to our environment. This is the challenge of the Micro Palaces project.

What makes your initiative stand out and why is it unique ?

- the Micro Palaces architectural project
- the global approach of the project
- The main partner, the Jardins Secrets. 37,000 visitors come each season (April to October) to discover and rediscover this unique and out of time universe. The atypical history, the originality, the mix of

cultures and inspirations makes this place unclassifiable.

A family story over 3 generations. More than 40 years ago, my grandparents, accompanied by their three daughters, created the Jardins Secrets with their own hands. Micro Palaces, is the opening of a new chapter of a family work and creation with the 3rd generation.

How is your initiative financially viable?

The business model of the activity is the sale of "unusual nights". These can be accompanied by additional services in "options".

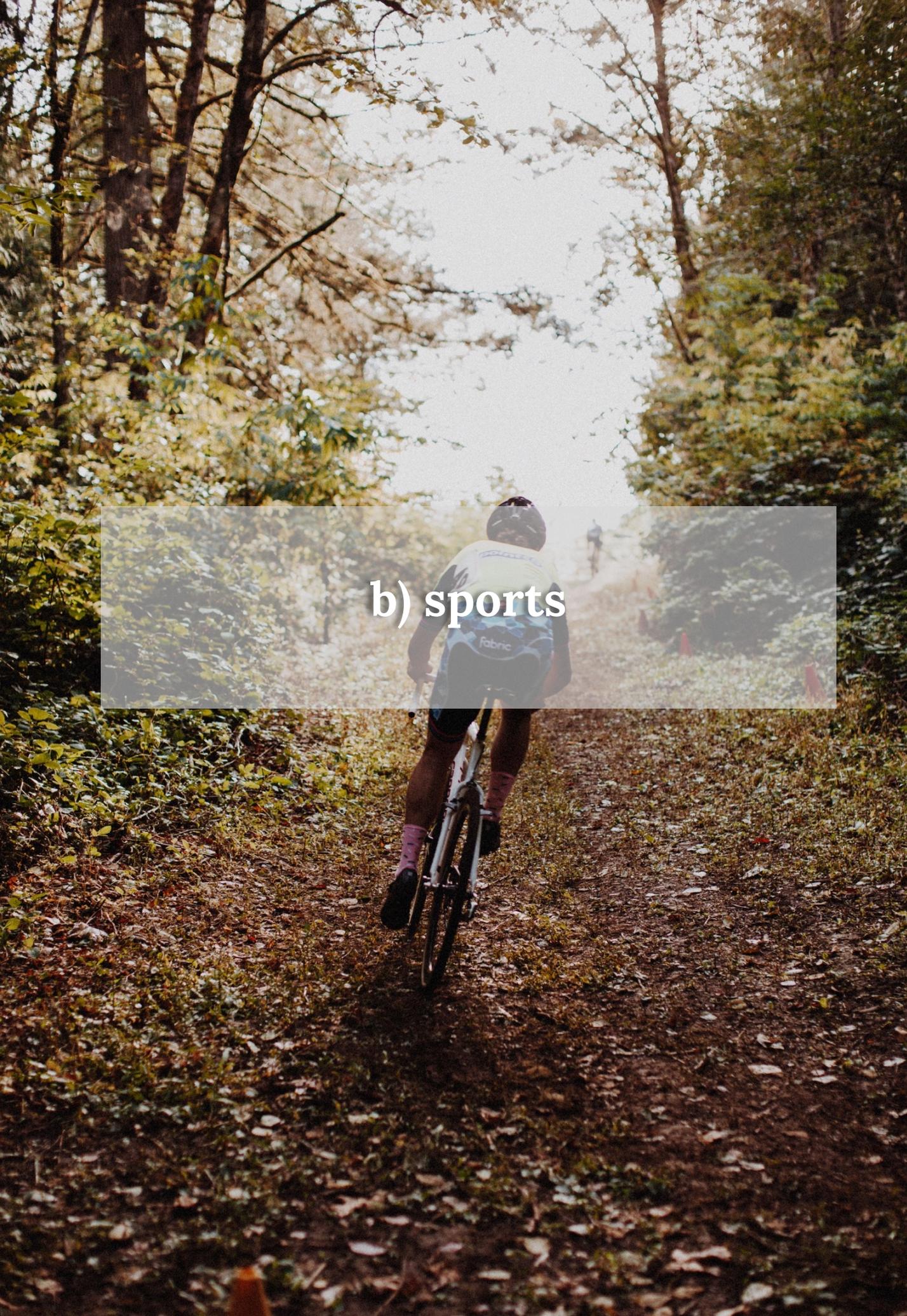
By deducting the expenses, the salaries and the repayments of loans for the investment, according to prudent financial projections, the activity is viable and the result is positive from the first year.

The projections are based on a calcul that takes the price of the nights and the occupancy rate according to the season.

Can you describe your initiative in 3 adjectives?

Sustainable - Insolite - Authentic



A cyclist is riding a mountain bike on a dirt trail through a forest. The cyclist is wearing a yellow and blue jersey with "fabric" written on the back, black shorts, and a black helmet. The trail is covered in fallen leaves and is surrounded by trees with green and yellow foliage. A semi-transparent grey box is overlaid on the image, containing the text "b) sports".

b) sports

Bike-Packer

Name	Olivia de Briey
Name of initiative	Bike-Packer
Country of residence	Belgium
Website	https://bike-packer.be/

What inspired you to start your initiative ?

I have been traveling by bike for a few years now. I have seen my relatives confronted with this material barrier, which pushed them to leave by plane or by car. I wanted to change this for all the people having this profile.

Expatriate since my childhood in France and then in Southern Africa, my taste for travel, sports and adventure have always been very present.

When I came back to Belgium during my studies, I discovered a country full of richness and I wish to contribute to the development of its tourist potential.

What are the objectives of your initiative?

The association's goal is to make bicycle travel accessible to as wide a public as possible. To do so, the association offers various services such as rental, trip planning, information, entertainment and training. Our global objective is to allow all people who



want to discover people who want to discover Belgium and its surroundings by bike through the rental of specialized equipment and the transmission of know-how.

To do this, our objectives for 2022 are :

- To double the number of travel days made possible by Bike-Packer during the 2022 tourist season (1500 days)
- Develop services for families who will rent or prepare their trip with with Bike-Packer during the 2022 tourist season.
- Empower 50 people to prepare their trip by bike in 2022 through a training program.

What makes your initiative attractive for your target audience ?

Nowadays, young workers who lives in cities are looking for ways to disconnect to their

highly connected, fast life, by going into Nature. Outdoor activities is a way of escaping more and more popular to this audience. With the coronavirus pandemic, cycling has seen his popularity soaring, so has biketravel.

With Bike-Packer, we give them the opportunity to escape for an adventure for a couple days to a couple weeks, by giving them all they need: a nice map to discover Belgium and surroundings, info on where to sleep, where to eat, what to visit and very qualitative biketravelling equipment.

Where do you see your initiative in 3 years ?

we will start to widen our public in partnership with associations such as Singa, the youth

centers. The final objective is that the paid activity of the rental can be transferred to organized trips for people who do not have access to bicycles. In 3 years, we hope to be able to open new local branches in Wallonia. In 10 years, we would like to see the project duplicated internationally, but managed in an independent and local way to keep this spirit of anchoring in the territory and advising on the itineraries and tourist attractions of its region. We are in discussion with an actor in Greece and in France to develop equivalents in Athens and Marseille.

Can you describe your initiative in 3 adjectives?

Adventure ; local ; accessible



VÉLO FACT

Sur l'environnement & le climat

Xploreautrement

Name	Clément Thonneau
Name of initiative	Xploreautrement
Country of residence	Slovenia
Website	https://www.xploreautrement.com

What inspired you to start your initiative ?

I was in Australia, when I realized my negative impact through my practice of tourism. So I started to think about a sustainable project to put in place in Europe, my land. I wanted to travel by bike to minimize my CO2 footprint and show my engagement while meeting some tourism actors. So when I went back to France in November 2020, I started the project of Xploreautrement and I started my bike adventure in September 2021.

What are the objectives of your initiative?

There are different objectives cause there are different initiatives in the Xploreautrement project.

Firstly, I want to promote cycle tourism through Social Media and a project of a

cyclo-tourism guide of Europe.

Secondly, I want to plant the seed of sustainable tourism in the head of some tourism business that I will meet and share the vision of the one that are already converted to it.

Thirdly, I want to help these business to develop their CSR (Flockeo partners ..) and to market it correctly.

Fourthly, I want to help the people who want to travel sustainably but who don't know how thanks to travel planning services and maybe an app to make the task easier for them.



What makes your eco-touristic initiative and why is it important to you?

My eco-touristic is made of multiple axes like travel planning, cyclotourisme guide and content creation as explained just before. It's really important to me to be able to share my tourism vision, I think it's right so as the hummingbird I do my task at my scale and I am always open to get a microphone !

Who is the target audience?

By what I defined and what I learn about it, my audience is European people around 25 and 50 years old attracted by travel and adventure.

What makes your initiative attractive for your target audience ?

The promotion of my Eurovelo project and the activities link to it, is able to make people

travel by social media and blog articles but also to prepare them for their next travel giving them advices and tips.

How is your initiative financially viable?

I got different revenues sources :

- Partnership and sponsoring with Flockeo (sustainable tourism platform)
- Guide cyclotourisme in partnership with Flockeo (still in project)
- Nouvelles Aquitaines and CDIJ funds
- Selling of Travel planning services
- Content manager services for sustainable tourism business

Can you describe your initiative in 3 adjectives?

The triple C : collaborative, committed and creative



Backcountry Romania

Name	Cristian Urdeanu
Name of initiative	Backcountry Romania
Country of residence	Romania
Website	https://backcountry.ro/

What inspired you to start your initiative ?

I've been roaming the spectacular mountains in Romania for most of my life and I love them. And I see how the landscape has changed over the last decades, never to nature's advantage. I wanted to share the beauty and the concern with as many people as possible. And I realized that the mountain seem so intimidation for most people because of the simple matter of being fit enough. There are a lot of people open to climbing, biking, hiking, the main reason they resist doing it is that they fear they are not fit enough for it. Of they usually vacation with kids and friends who are not fit enough. Of any number of reasons regarding fitness. E-bikes came as a natural solution and a gateway-sport of sort that could make people feel at ease and take that first step up the mountain.

There are so many places of tradition, beauty, craftsmanship and history that E-biking brings closer to us.

And once we see them, it comes naturally to want to protect them, they become real,

they are closer to you. Its the best thing I could think of to make more people aware and interested in the way that our mountains are slowly changing.

What makes your eco-touristic initiative and why is it important to you?

A full charge of an E-bike takes as much power as it takes to charge an iPhone. And it can take an average rider up to 60km to use up that power. That range allows you to reach places that would take too long on a normal bike, on trails that are impossible to navigate by car. We are visiting communities that have been in near isolation for a long time, we get to hear their stories and support their traditions, all in an environmentally sustainable way.



What makes your initiative stand out and why is it unique ?

We don't just organize tours or just act as a travel agency. We are at the crossroads of the two. Our trips are never just about the biking. We've found partners all around the country that enhance the experience - from small farms where we stop for lunch, to local bird watching guides, pottery artists, turtle sanctuaries, bonfire experiences, live cooks, truffle hunting, you name it. We are committed to giving these small local artists a spotlight even if its just for the day.

How is your initiative financially viable?

Out season runs from March until November - we follow the weather during those early spring/ late fall months, coming down from the mountains to the lower plains where it's warmer.

We run our signature tours - the easy and most popular trails -almost every day during the summer season.

Where do you see your initiative in 3 years ?

In 3 years I hope to add at least 10-12 new local flavor tours to our calendar, opening up areas of the country that are even more remote.

I plan of doubling the E-Bike fleet and adding another certified guide to our team.

We are working on creating a virtual network that connects all the wonderful partners we've met all over the country - these small farms, local guesthouses, shepherds and artisans usually have little to no representation online.

People have no idea they exist. We are working on building that bridge.

Can you describe your initiative in 3 adjectives?

Local focus, community-oriented, sustainable





c) Heritage & Social Tourism

Slowfest Caravane

Name	Viviane BERTHET
Name of initiative	Slowfest Caravane
Country of residence	France
Website	https://slowfest.org/

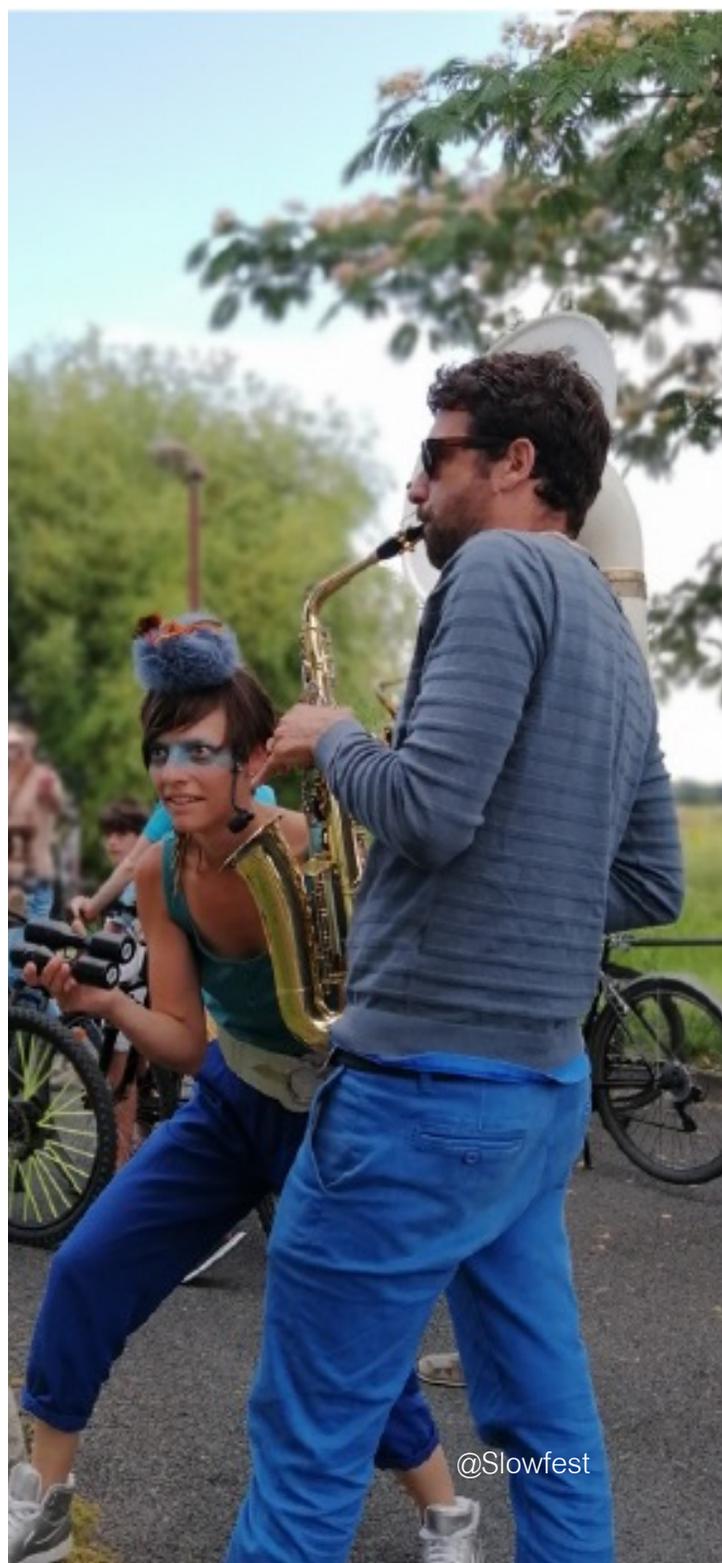
What inspired you to start your initiative ?

In 2019, when I decided to leave my "classic" job, I had the opportunity to participate in a festival organised by 20 associations in the Bordeaux region combining cycling and music, the aim of which was to raise awareness of the climate crisis. We cycled for 15 days with a great team and organised several concerts but at the end, the only people we reached were activists or seniors. So I had the idea of relaunching this project, as part of my association Slowfest, of which I am co-president. I plan to organise a month-long festival (September 2023 with a strong preparation in 2022) with artists, venues, local associations and audiences from different regions, from the north of New Aquitaine to Bordeaux, in cooperation with different actors of Culture, Tourism and Social Inclusion.

What are the objectives of your initiative?

Our aim is to show that the environmental crisis can be tackled through culture and tourism: festival participants will have the

opportunity to discover local artists and landscapes at each stage, to cycle and join a section of the journey, to discover specific tourism and sustainable places and initiatives, to be inspired by local projects and personalities..



What makes your eco-touristic initiative and why is it important to you?

My project was created to give concrete solutions to tackle environmental issues. Culture and Tourism are a way to attract people and to make them act and think differently while being entertained and discovering beautiful landscapes. The participative dimension is also very important : everyone is actor of change.

What makes your initiative attractive for your target audience ?

It mixes different topics in one : local tourism, sustainable culture and cyclo-touring, and all are very accessible regarding the budget and the geographical access

How is your initiative financially viable?

For the engineering part : I already started meetings with financial support in 2022, from local authorities (Region of Nouvelle-Aquitaine - ESS, Conseil Général, Ministry of Culture, ADEME) or professional institutions

(DRAC, Réseau des Indépendants de la musique). Once the festival will be launched, human resources will be mostly provided by my different partners. We will manage our own incomes with entrance tickets to events, bar and honesty boxes.

Where do you see your initiative in 3 years ?

2022 is the year when I prepare the event, raise funds, find my partners.

2023 will be the year of the first edition, with wide communication.

My intention is then to repeat the event every year in order to spread and inspire, but each edition with different partners and different locations :

2024 in Dordogne

2025 in Entre-Deux-Mers

2026 in East of France, Région of Rhone Alpes where Slowfest has a strong network of professionals of cyclo-touring (La Poursuite, En cavale, Heureux Cyclage...)



Vert Bordeaux

Name	Sarah Mark & Emmanuel Otayek
Name of initiative	Vert Bordeaux
Country of residence	France
Website	https://vertbordeaux.fr/



What inspired you to start your initiative ?

We were inspired by our own experience while travelling. During our one-year trip, we did a lot of day tours. We enjoyed this very convenient way to discover a region, especially when people don't have a vehicle. We really appreciate visiting sites with one guide's commentaries. Besides, we saw a lot of locals visiting their own country with a package tour. In France it's not yet a consumer habit but there is a great potential in it.

We created our products according to our own consumer habits: we buy zero waste, sustainable, second-hand products and we try to minimize our ecological impact in our everyday lives. I was obvious for us that we would stick to this commitment in our professional life.

What are the objectives of your initiative?

Our objective is to answer to people searching for new consumption habits. Several studies show that people are willing

to change their way of buying. We talk a lot about sustainable food and low-impact fashion, but there are not yet enough solutions in the field of tourism. Today in France, it is possible to travel abroad in a sustainable way (if you are willing to pay) but for local tourism, solutions are just starting to emerge. Some platforms have recently appeared to offer ecological accommodation. But the activities are not yet involved. If we offer tourists an ecological alternative, they will follow.

We also want to highlight the diversity of our region, the Gironde: its history, its gastronomy, its crafts, its nature, its culture, etc. Our goal is to make foreigners discover all these aspects and to make French people and locals rediscover the territory they thought they knew with the help of our guides and partners and by going on the trails.

What makes your initiative stand out and why is it unique ?

First of all, we are the only ones to offer sustainable tours in Gironde, in the southwest of France. Our competitors only offer wine tours and none of them are sustainable.

We stand out because we don't tell people "if you want to go on holiday and be responsible, you have to go cycling, hiking or diving." Our tours are a solution for everyone and for all ages at all stages of life: you don't have to be sporty.

In the same way, we don't say "If you want to visit a region in a sustainable way, you have to be passionate about nature, fauna and flora and do a thematic tour on that theme". Our tours are multi-themed: heritage sites, culture, history, nature, gastronomy, wine, crafts. We want to show the diversity of our region.

And finally because we are consistent in our approach from beginning to end.

Who is the target audience?

Our first audience is the French: 80% of visitors to Bordeaux are French (especially from the south of France and Paris). They have a desire to get off the beaten track and rediscover their country with the help of a guide. But we also target the Europeans:

British, Danish, German... According to studies by the local tourist office, it is the English-speaking nationalities who come here most. Our tours are bilingual: French-English. But we also offer tours in Spanish if they are privatised. We target tourists who are ecologically aware, but with our off-the-beaten-track tours, we can get people who would not have had this approach without knowing us.

How is your initiative financially viable? We have several funding sources : a bank loan we used to buy the vehicle (second hand), an honor loan from *France Active*, our personal funds and the crowdfunding. This is enough to make all the investments we need to get started and to run the company the first year. The projected income will be enough to give a wage to Emmanuel who will work full time. Sarah will keep her salary job in order to preserve our cashflow. Because of that and because we do not have a physical shop, our fixed costs are low. According to our expenditure forecast, we need 3 clients a day to make it viable. It's an achievable goal.

Can you describe your initiative in 3 adjectives?

Pragmatic, ethical, and fun



Eco tourism Solidarity

Name	Hamza Amarrouy
Name of initiative	Eco tourism Solidarity
Country of residence	Morocco

Please describe your background in relation to your initiative

We are association called Al-Talaa'a Organization Children of Morocco, One of our concerns is solidarity tourism, a tourism that combines helping the poor local population and settling with them for a specified period in order to learn about their culture and daily life and create a local environmental project. We receive a group of young people of different nationalities in remote mountain villages that are full of tremendous tourism potential. These villages know the passing of number of foreign tourists during the summer period. Tourists do not settle in villages to learn about the culture of the population.

What are the objectives of your initiative?

The first goal is to help the local population obtain a financial income.

The second goal is to enable tourists to have a cultural exchange (food, traditions, customs...)



The third goal is to create a local project by foreign tourists in order to help the local population

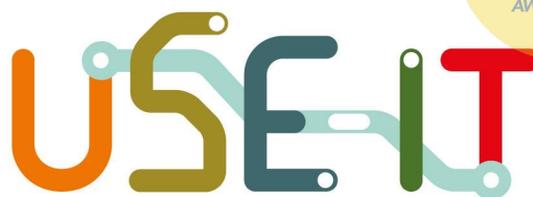
Who is the target audience?

Foreign or local associations that want to do tourism and want to help the inhabitants of mountain villages in Morocco.

What makes your initiative attractive for your target audience ?

Based on our experience, a group of French and Moroccan associations met the request and visited us in the mountainous regions where there is fresh air and 100% natural food.

USE-IT Europe



Name	Jozien Wijkhuijs
Name of initiative	USE-IT Europe
Country of residence	Netherlands
Website	<u>www.use-it.travel</u>

Please describe your background in relation to your initiative

I am the current editor-in-chief of USE-IT, an organization that makes free, no-nonsense tourist info to young people. I took over in 2021, after the former editor ran the project for 15 years. A new board was elected, they started a new NGO in Lille to take over the map project, because we really believe in it. I work at editing maps, giving advice on how to start new map projects in different cities, and keep in touch with new initiatives.

What are the objectives of your initiative?

USE-IT stands for no-nonsense tourist info for young people. USE-IT maps and websites are made by young locals, are not commercial, free, and up-to-date. Some also have a visitors' desk, mostly run by volunteers. Every USE-IT publishes a Map for Young Travelers that will guide you through the city in a no-nonsense way. Right now, our main focus is digitalization. We want to build a new website and launch a new app, so that part of our paper activities

can go digital. USE-IT wants to give young travellers the opportunity to visit things outside the big tourist attractions. We want them to discover smaller cities next to the big capitals, to support local initiatives, without harming the environment and the places where people live. We do this by pointing them to sustainable, local restaurants, bars, shops and cultural initiatives. We write on the theme of "Acting like a local", to bring them closer to where they are. We also give them a crash course in the history of the city..

What makes your eco-touristic initiative and why is it important to you?

We are inherently ecological, because we focus on urban tourism. The infrastructure for tourism in cities is already there, and there is no need to damage nature for this. The next step is to travel to cities in an eco-friendly way and not damage the places you visit. We want to stimulate sustainable tourism, because we love tourism, we love earth, and we love people. On top of that we want to give young people work experiences as researchers, writers and designers, without damaging the world while doing so.

What makes your initiative attractive for your target audience ?

We cater completely to their needs and work with people from the same target audience. For example, we give tips for cheaper accommodation and restaurants, and we try to think about the whole experience instead of just promoting one business. For instance, we tell people where,

getting good, eco-friendly food and tell them where in the park they can sit to eat and enjoy the view. We also think about the travelers as backpackers who will travel on to the next (USE-IT) city. People can plan out a trip with many USE-IT cities on the route, and we know people do, through our website. They can also ask us for PDFs of all former USE-IT cities. The tone of our communication is young, fresh and without agenda. It is like a friend who shows you their favorite places in the city. Nobody pays to be on our maps and the tips are personal and real.

How is your initiative financially viable?

The financial model of our organization is based on membership fees. Every initiative that publishes a map contributes to the network and is allowed to use the label, editor-in-chief's services and other community benefits. After one year of

existence in pandemic conditions we are finally becoming more stable. The number of members decreased about 20% in comparison with the best years of the previous organization. But we are very optimistic that the pandemic drop of tourism showed a need for a tourism approach that is built and promoted in a more sustainable way. That should attract more cities in the long run. Now we invest our resources mostly in making the community stronger (organizing online and live events) and currently we are starting a new Erasmus project that focuses on the knowledge sharing, helping the city initiatives to be more financially sustainable and that way to help the network to grow and sustain as well. In the nearest future we would like to invest in digitalization.

Can you describe your initiative in 3 adjectives?

Honest, Urban, Local-friendly



ECORIST

Name	Marah Arbash
Name of initiative	ECORIST
Country of residence	Hungary, Budapest
Website	https://www.facebook.com/marah.marbash

What inspired you to start your initiative ?

-I was reading that in the near future, they will consider Covid19 as normal flu and the tourism sector will come back to normal, so I was worried about the consequences of non-responsible travel, and how it can affect the environment.

-As a result of these thoughts, I decided to combine my passion for the Tourism field and my concern about the environment in one project and thinking about this was accompanying me 24\7.

-Many ways came to my mind, like organizing a marathon or starting online workshops, but I wanted an idea that can be applied all over Europe and at the same time it's unique so I can convince people to be part of it, and in my last Erasmus project in Spain, there was an idea to organize a treasure hunt game for one day in the village, and all the participants were so excited to do that.

-My mind stopped for 5 minutes from happiness since at that moment I realized that I found my future business "Huge

Treasure hunt game but in my own Eco-Tourism Way"

What are the objectives of your initiative?

Protecting the local ecosystem and natural resources, by creating experiences that benefit everyone equally, not just the tourist and stakeholders.

Spread the awareness between new generation about traveling in a responsible way.

Promoting local industries and presenting sustainable alternatives.

Shift in market focus by developing tours to cater to the domestic market.

Encourage Tourism companies and agencies to change their approach to meet the demand.

What makes your eco-touristic initiative and why is it important to you?

Sustainable Tourism Treasure hunt game all over Europe. The idea is about creating a website & phone application where you can sign up and start your eco-tourism journey. You just must download the app, sign up and start your trip as a tourist.

1- In the application, you will find all the ECO-FRIENDLY hotels, vegan restaurants, tourism attractions, transportation, local shops, products...etc, also we will suggest the best sustainable flights to start your journey in a harmless way.

2- Once you arrive to the chosen sites, you will find a box that has a QR code, by scanning this code you'll receive advice to

make your trip more sustainable and by the time you will need to solve questions to open this box, also you will score points depending on the activity that you are doing. “Even in mountains, the app will help you to find the box”.

3- Once you open the box, you can leave a message, memory, idea for us.

4- After various activities and by reaching a specific number of points, you will receive a discount coupon\ trip voucher\pocket money for various sustainable services.

5- You can get points from inviting people to sign up for our application.

6- More activities lead to more points and as a result of more benefit for you and for the environment around us.

7- Feedback: you can share your experience through the app, by posting photos, leaving suggestions to enhance these places, and the most important thing is to share what you did to protect the environment in the targeted tourism attraction.

8- If you become a loyal customer, you can ask for your membership in this initiative and help in updating our database and benefit from our services with yearly discounts, also we are curious about your suggestions and ideas. As a result, - We will spot the light on sustainable and eco-friendly options. - Grab the people’s attention at first by offering this exciting game and the opportunity to collect points, but with time and by getting the information from the boxes,

the awareness will be among the new generation. - The benefits from the alternatives will be on the local’s side since we will promote local shops and industries

through the website and the app. - All the needed instructions will be sent to the participants once they chose any natural site, and this will lead to more conscious attitude toward the tourism attractions in nature. This initiative is important to me since it reflects my inner desire to start my own business within my domain without harming the environment, I consider it part of me, and will keep working on this idea until I reach my goal by transforming this dream into reality. Reaching this will be a keystone for my future, I can apply it in different spots around the world, and the benefit for the people, countries, and me will maximize each year by achieving the objectives of this initiative.

What makes your initiative attractive for your target audience ?

- This initiative is up-to-date, affordable, and introduces knowledge and awareness in an amusing and profitable way
- At the same time, having a purpose for traveling makes it more fun and exciting, and sharing the results with the participants later will encourage them to keep this approach and use it in future trips because it's always good to feel like you're making a difference in the community to which you relate.
- Also, I have an idea to offer a voluntary opportunity for participants, where they can apply for it and help in the sites, live with locals and learn more about sustainability, by this initiative, they will feel more involved, and this will help them in their university credits and their future career “This idea still under planning phase”

A person wearing a dark blue jacket and a purple cap is sitting on a green tarp outdoors. They are looking down at a large topographic map spread out on the tarp. The map shows terrain features, roads, and water bodies. The person's right hand is pointing at a specific location on the map. The background is slightly blurred, showing more of the outdoor setting.

d) Journalism & Media

Maltatina

Name	Martina Brtnicka
Name of initiative	Maltatina
Country of residence	Malta
Website	www.maltatina.com



4. What inspired you to start your initiative ?

In 2017, after living in Malta for 10 years I started feeling rather claustrophobic and feeling like I've seen it all, done it all and Malta has nothing more to offer. I was experiencing island fever and felt I need a dramatic change, either pack my bags and go back to my country or prove myself wrong and start exploring all the hidden gems Malta has and that's how Maltatina was born.

What are the objectives of your initiative?

1. To discover and promote less popular or unknown places.
2. Make those places easily discoverable for others, so they can experience them too, but providing detailed description.
3. To make Maltese, expats and tourists like appreciate the beauty of the Maltese islands to treasure it and protect it.
4. Proof that Malta has so much to offer

despite its small size and it's perfect for walking, trekking and eco-touristic activities.

What makes your initiative eco-touristic and why is it important to you?

Thanks to my photo blogs, people discover places that they might not know, plus publishing articles about those sites raises the awareness about their existence and locals will want to protect them since they will be aware of them. Publishing articles about less known places gives them more importance and puts them on the map. Just last week I had a case when I published an article about *Wied Znuber* and got contacted to help with objecting plans for development that would directly affect the valley.

There will be a gathering which I'm planning to join and spread the word thanks to my

following. Protecting such places is very important for the well being and quality of life of people living in the area, because without nature we have nothing left.

What makes your initiative stand out and why is it unique ?

Nobody does anything like this. Showcasing beautiful hidden gems and telling people how to get there, while encouraging them to be respectful, protect them and eventually pick up any trash they find. My readers don't depend on me to get to these places, they follow my blog, my instructions and the location and they can go at their own pace. Plus, it's all based on my personal experience. I've done everything I write about, and my readers really appreciate it, because they know I'm serious about what I do.

Who is the target audience?

Locals, expats, tourist, but also companies in hospitality and tourism sector, such as destination management companies, property management companies, language schools, hotels etc.

Please share your communication channels (facebook, website)

<https://www.facebook.com/maltatinadiary>
<https://www.instagram.com/maltatinadiary/?hl=en>

How is your initiative financially viable?

It has not required much financial support in the past. It was my hobby, and I was more than happy to invest my time and money. As we all do with our hobbies.

Looking ahead, I have recently partnered with a well-established hospitality entrepreneur with whom we share the same vision, and it is going to be huge.

Where do you see your initiative in 3 years ?

I see myself being a regular speaker, conference panelist, a creator of local unique and experiences for tourists and residents and having my own publications (1st step done with a 2022 diary including 52 local travel tips, one for each week).



Name	Guillaume Payen
Country of residence	France
Website	https://guillau.mepayen.fr/

iplanet would continue to exist as we know it today. Tourism is on the verge of major changes in the consumption practices of tourists, as the COVID health crisis has shown us.

What makes your initiative stand out and why is it unique ?

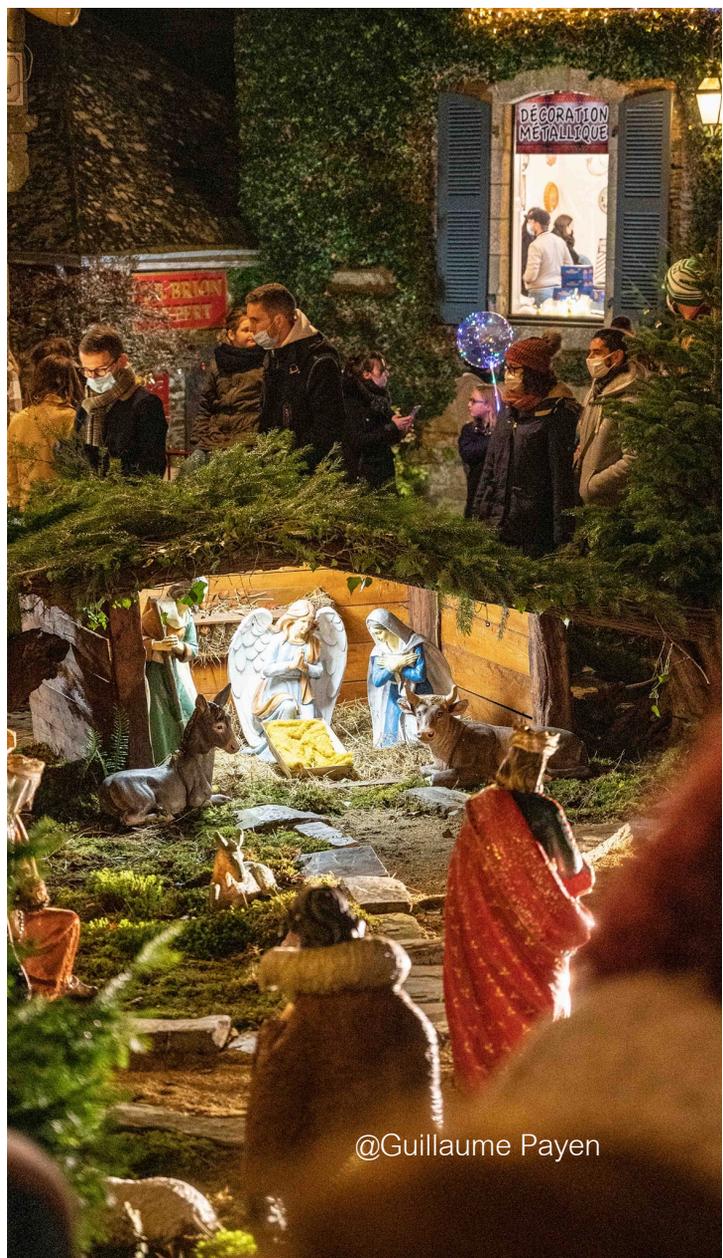
At a time when young people are more interested in festive destinations far away, not always interested in heritage, culture... Showing that all these things can be fun and accessible sets me apart from other projects.

What are the objectives of your initiative?

My goal with this project is to show that another way of travelling is possible: a "trip" right next door. Nowadays, everyone wants to go to the other side of the world to discover so-called heavenly places, but they have no idea that a few kilometres away from their home there are hidden unsuspected treasures (heritage, natural spaces, fauna, flora, etc.). Through my photos and videos, I want to show them the richness of our territory and make them discover it.

What makes your eco-touristic initiative and why is it important to you?

I think this project is eco touristic because it allows people to travel locally, rediscover their traditions, terroirs, landscapes without taking a plane to the other side of the world. Why is this important to me? Today, no one is unaware that global warming exists, that it is no longer possible to act as if the planet would longer be possible to act as if the



@Guillaume Payen

HAJDE

Name	Thibaut Boudaud
Name of initiative	HAJDE
Country of residence	France
Website	https://hajde.fr/

What is the name of your initiative and what stage are you at ?

The name of the initiative is “HAJDE” which means “Let’s go”, it’s a word used a lot in the Balkan countries. Hajde was founded in 2016 when we created the website (30 editors and +500 articles). In 2019, we earned a grant as an emerging media from the French Ministry of Culture, which allowed us to work on our business model (thanks to Nicolas our SEO specialist) and our new website and graphic charter (thanks to the creative agency Fabricca). The new website was launched in the beginning of 2021. Since then, we have published specialized content about tourism on our website, with terms where we already are at the top of the search engines, as we are working a SEO strategy. And we have tested our business model which is working, thanks to affiliation (we earned less than 50€).

What inspired you to start your initiative ?

When we created HAJDE in 2016, all started from an observation: a curtain still separates Eastern and Western Europe, a cultural

curtain. Indeed, it is difficult to get access to quality journalism on cultural and social issues in Central and Eastern Europe, while these regions are changing. In a post-Brexit context, European identity has been undermined nationally and internationally. HAJDE aims to re-establish links between European citizens and the different regions of the European community. In this sense, the project has a proven desire for general interest. HAJDE is currently the only structure offering reliable and quality expertise in these countries.

At the same time, the political environment is favorable to our project, as it positively impacts the cultural and creative industries sector. Indeed, out of the 25 countries of the HAJDE area, 12 are part of the European Union and 7 are candidates. In addition, almost all of these countries can receive funding from the European Union programs (Creative Europe and Erasmus+ programs). Finally, Brussels is currently setting up cooperation tools for the countries we cover, particularly with a view to enlargement.

Even France as European Presidency is putting dialogues with Western Balkans at the top of the subjects. Moreover, within the framework of the French Presidency of the Council of the European Union for the 2022 first semester, France puts dialogues with Western Balkans at the top of its priority subjects.

We wish to be a leverage to help civil society actors in the development of tools that

foster the right and access to information, the freedom of the press, the fight against fake news, and media education and training.

What makes your eco-touristic initiative and why is it important to you?

Today, HAJDE is developing around three axes: ◊TRENDING: our media with our latest culture and society articles, ◊GO EAST: our tourist guide, ◊FESTIVALS: web pages dedicated to all festivals! We offer a local alternative to mass tourism, put forward by media for years, by advising our audience of the trending and must-see cultural places recommended by our experts. When we did some audience marketing research, we noticed that most people are ready to make their bookings directly on a digital application.

However, apart from booking applications, there is no application where you can plan your trip according to the locations you want to visit and make your reservations.

How is your initiative financially viable?

We aim to create an economic model through travel by monetizing our content. This monetization goes through three primary sources of income:

- Affiliation (tourist activity links),
- Advertising and partnerships (tourist office, brands, etc.),
- Monetization of our content (Podcasts, Youtube, Twitch, etc.).

We already have content on our website, but we will multiply it to create a webpage per location to visit in each country. Thanks to this, we will reproduce the content that can potentially reach the first page of Google according to the search terms to become the reference travel guide.

Affiliation, which will become our main source of income, are the links on our articles and pages to tourist services: Booking, Get Your Guide, Civitatis, Flixbus, Kayak, Hostel World etc. When someone makes a reservation through our link, we earn an average of 8% commission. This is an economic model with which every online tourism guide works successfully (Generation Voyage, The Culture Trip, Le Routard, etc.), and even media like Le Figaro or Le Monde.

We will be able to reach one million euros of revenue within 5 years thanks to affiliate income..





Conclusion

This good practices guide propose to underline the great diversity of eco-tourism, both in terms of areas (food, travel, sport, heritage) and ways of tackling the issues (social, economic, environmental or political dimensions).

The purpose of this guide is to introduce a better future through the eyes of the young generation and to give concrete tools to educators or stakeholders to gather initiatives and create network.

The potential of eco-tourism is strong as it helps to increase their skills in many areas: business, environmental rules, slow tourism, sociology, communication, storytelling and many other topics.

Thus, we, the partners, are convinced that by supporting these types of initiatives, it can bring out new knowledge, new passions or transform existing passions into jobs and projects; and support youth to value their territories.

This guide is just the start of a network (that has started thanks to the Prize and the platform) and to many other pedagogical materials and human connections!

In detail, here are the other productions to which this first guide wishes to direct its readers:

- 1 toolkit with a range of resources to support young people in their projects

- 1 training program adaptable to different audiences wishing to engage in eco-tourism

- 4 transnational dissemination events (in France, Romania, Sweden and Ireland)

Thus, the European Yeti project, through this guide, invites its readers to look deeper into the question of how to value eco-tourism through youth and youth though eco-tourism. Now that it is in your hands, share it and let yourself be guided to the other proposals of this project!

Find all the information related to the project here :

Website : <https://european-yeti.eu/>

Facebook: <https://www.facebook.com/europeanyeti>

@europeanyetu

The European Yeti Team